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November, 1962

FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.



18th ANNUAL FAA CONVENTION ISSUE

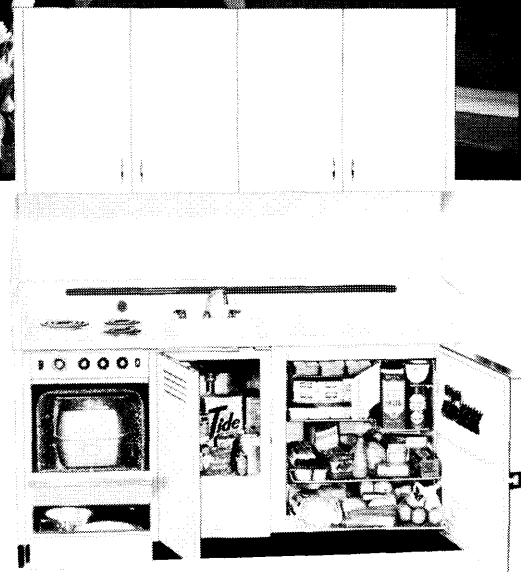
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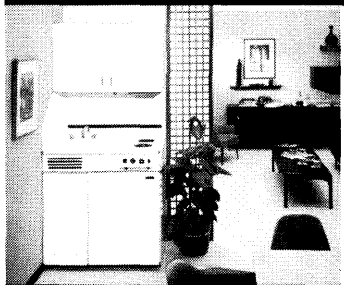
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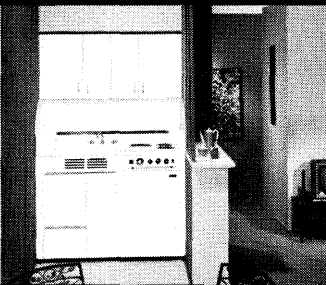


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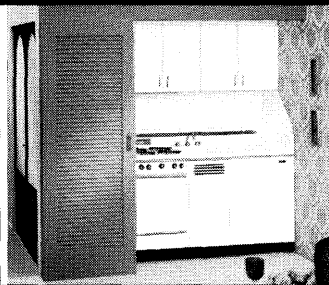
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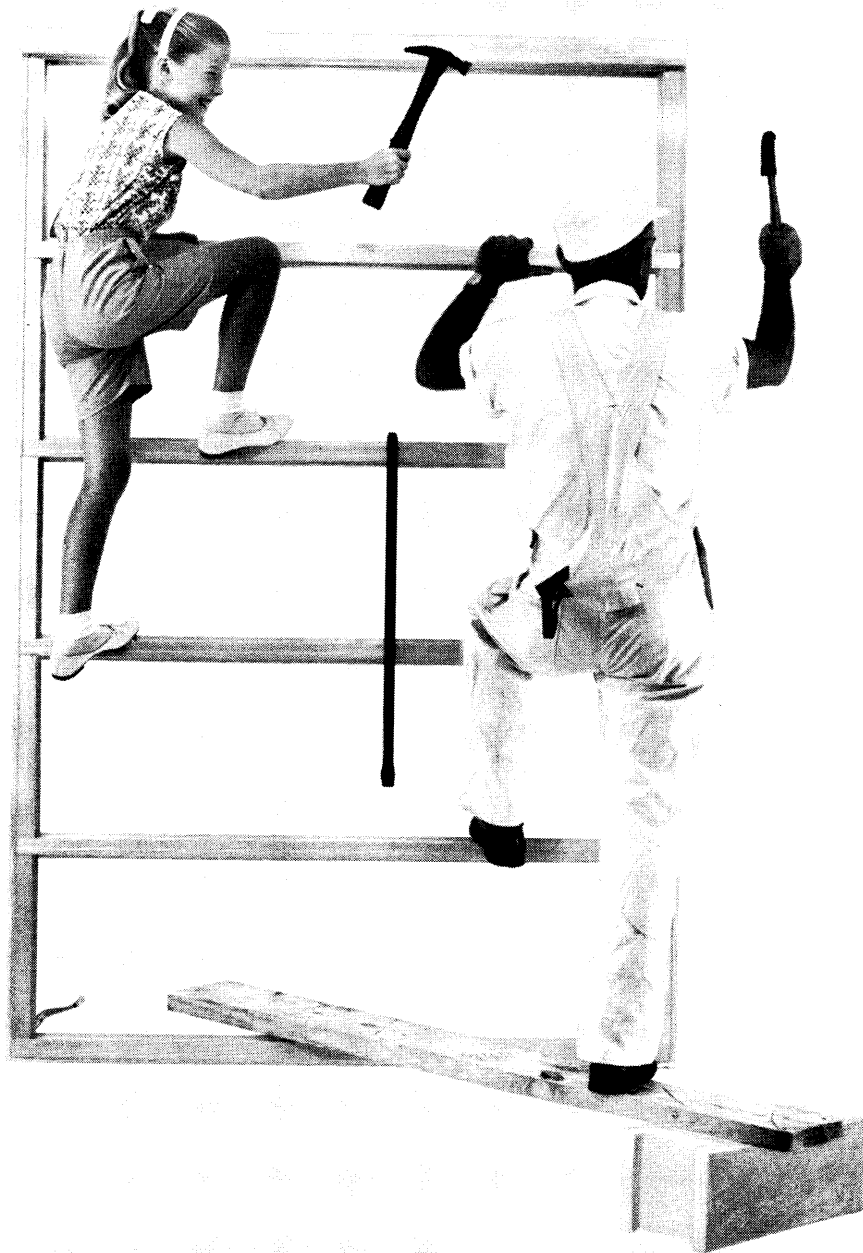
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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER . . .

We can take little credit for the design of this month's cover. The pattern developed rather naturally from a repetition of the Convention symbol used by the Florida Central Chapter's Convention Committee on its promotional stationery. We don't know who created the symbol, so can't credit him here. But we thank him and his collective associates for an element of design that resulted in an unusual — and we hope attractive — Convention Issue cover.

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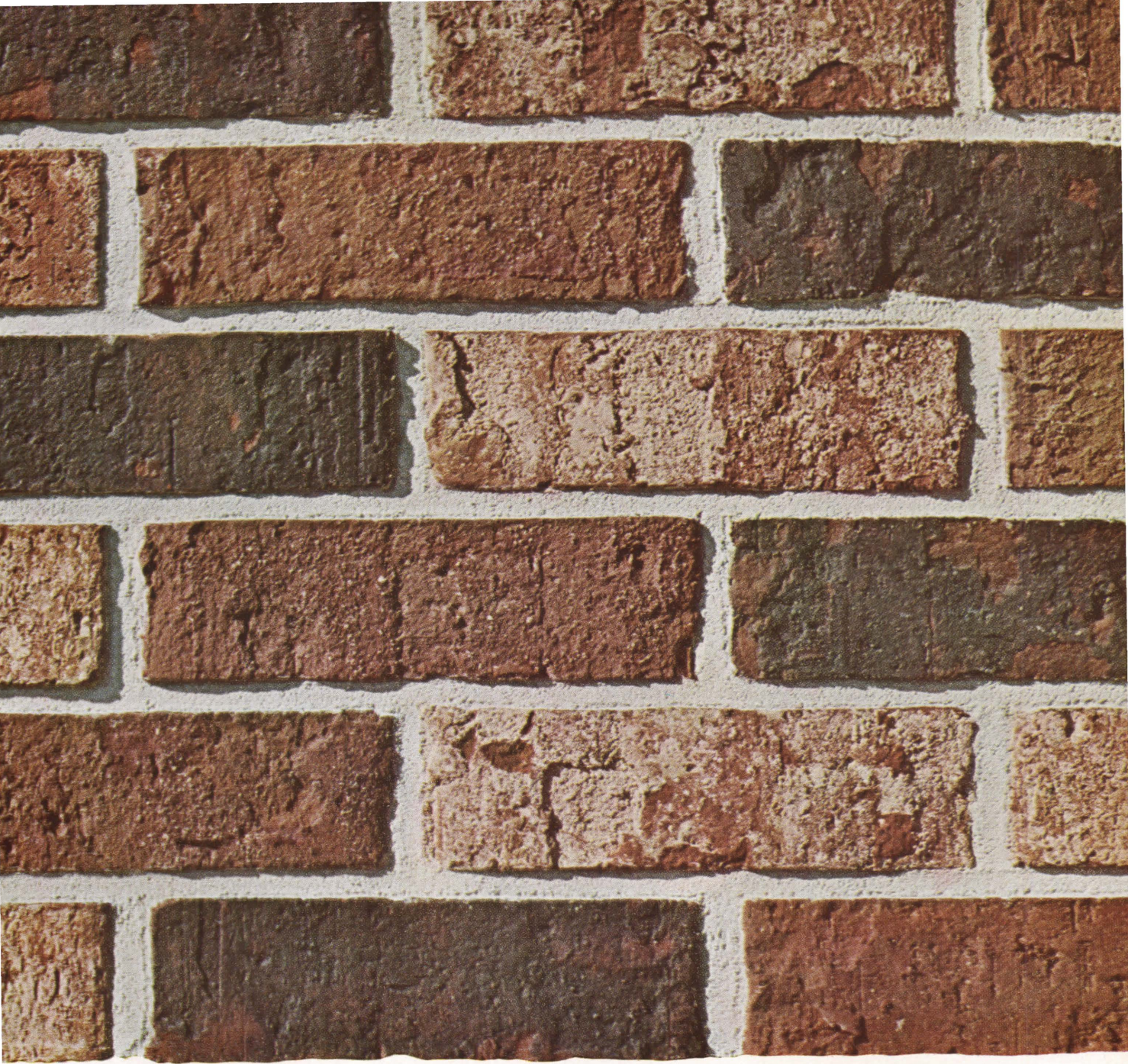
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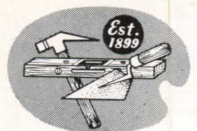
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Letters

Suppliers Agree . . .

The editorial in the October issue, "One Easy Way To Stop Bid Shopping", generated a considerable reaction from various segments of the building industry. Approval was general; and here are three letters typical of others received.

EDITOR, F/A:

Congratulations on the excellence of your editorial on the second cover of *The Florida Architect* for October, 1962. You have hit on a subject about which we feel deeply, and you have made your point forcefully, clearly, and unmistakably.

The kind of dedication to principle you so well espouse is just the kind we all need more of always—both in the architectural profession and in these professions and businesses associated with it. As may be common knowledge, we have been operating our firm on that principle since its founding 37 years ago, and we intend to continue. It may be on many occasions the hard way, but we remain convinced it is the successful way and, in fact, the only way.

Congratulations again on the excellence of your thinking and writing.

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EDITOR, F/A:

We have just read with great interest, your editorial in the October issue of *The Florida Architect*. You have both pinpointed the problem accurately and offered an extremely logical solution. We subscribe wholeheartedly to this type of thinking.

We would like to point out however that, while the conditions described do exist, we have noted a definite trend toward quality. An increasing number of architects are making an honest attempt to hold their specifications and to discourage bid shopping. Also, surprisingly enough, ethical contractors with a desire to do fine work do exist in the Florida area.

I'm sure we speak for other quality fabricators as well when we applaud you for your efforts to upgrade the profession and the market.

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EDITOR, F/A:

I am sure that this is only one of many letters you will receive regarding your editorial in the October issue.

Thank you for the illustrations of both the good and bad that the quality building material dealer faces. I would like to hope that as this community matures the many segments of the construction industry will keep pace.

Keep up the good work.

OTIS DUNAN

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BENMONT TENCH, JR.

Tench To Leave for Panama

Last month BENMONT TENCH, JR., for nearly fifteen years associated as legal advisor to the architectural profession in Florida, was sworn in as Deputy Director of the Agency for International Development Mission in Panama. He is scheduled to leave for his new post in Panama City in the near future. His new assignment is of an economic character and is part of the program being developed by the Alliance for Progress.

Mr. Tench, a native of Gainesville, has been a practicing lawyer in his home city since his graduation from the University of Virginia Law School

(Continued on Page 6)



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Tench To Leave...

(Continued from Page 4)

in 1947. Shortly after graduation he became associated with the FAA as legal counsel and legislative representative; and for the past ten years has also worked closely with the Florida State Board of Architecture as a legal representative and investigator in connection with the Board's continuing program of law enforcement.

He has been senior partner in the Gainesville law firm of Tench and Reynolds and since 1959 has been Assistant State Attorney for the Eighth Judicial Circuit of Florida. He was president of the Bar Association of that Circuit in 1959-60 and received the Award of Service of the Junior Bar Section, The Florida Bar, in 1959. Prior to his legal training at the University of Virginia he had been graduated from the University of Florida and had served as an officer of field artillery during World War II. He was separated from the service as a major.

It is understood that Tench's new appointment is of a relatively permanent character and that he has already

terminated his connection with his Gainesville firm. It is further understood that his association with both the State Board and the FAA will necessarily end also. His new post requires residence in Panama; and current plans call for his family — his wife, Catherine, a son and three daughters — to join him there early next year.

U/F Faculty Protests Board of Control's Decision on Planning

The recently announced decision of the State Board of Control to permit Florida State University to develop a curriculum in Community Planning has stirred vigorous reaction at the University of Florida in Gainesville. Twenty-four members of the U/F's Department of Architecture have issued a statement expressing their concern over the Board's action and calling for cooperative action on the part of Florida's practicing architects

toward the end of maintaining an educational program in Community Planning under the administrative control of the U/F's College of Architecture and Fine Arts. The statement follows:

"The undersigned members of the faculty of the Department of Architecture at the University of Florida, are anxious to make known our concern over the discovery that the State Board of Control has decided to award to Florida State University, rather than to the University of Florida, the opportunity to develop a curriculum leading to a degree in Community Planning.

"The nature of our concern has many facets. Central to the entire issue, however, is the fact that Florida State University has no program in several of the specialized areas which are generally considered to be essential to the support of a curriculum in Community Planning. Chief among these areas are Architecture and Engineering. Since it is most unlikely that duplicating programs will be permitted to be established, it must be concluded that a course of action has

(Continued on Page 43)

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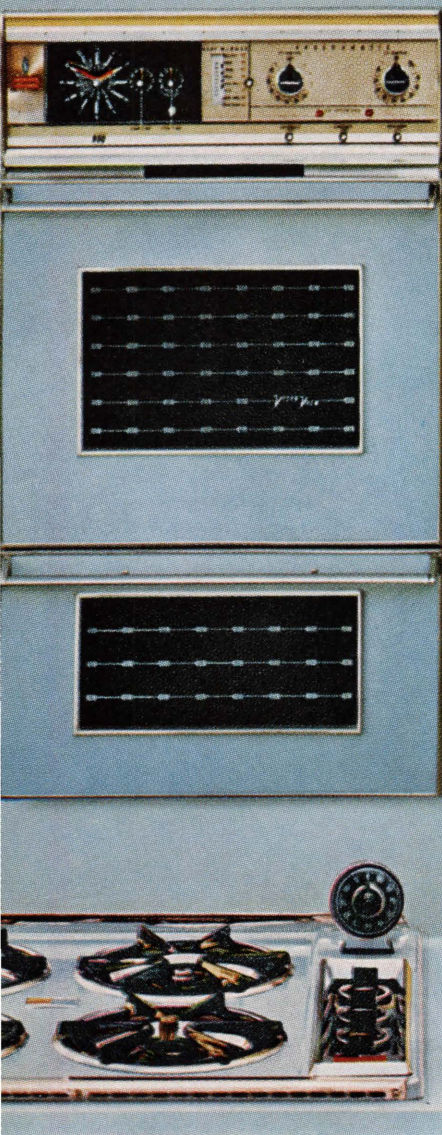
And by then, if you're not ready, the oven has turned itself down to keep food warm indefinitely, without over-cooking.

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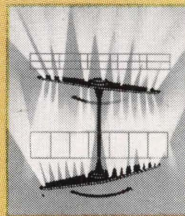
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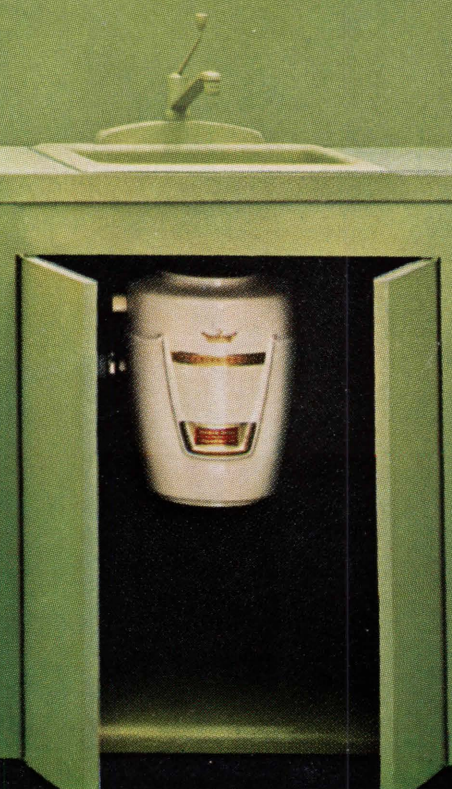
Time in minutes for disposing of:	Rib bones (10 oz.)	Corn cobs (Six, 3")	Corn husks (7 oz.)	Mixed garbage (10 oz.)
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Waste King Universal Super Hush	3.6	1.4	2.4	2.7
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Civic Center, Gatlinburg, Tennessee. Architects: Cooper and Perry, Knoxville, Tennessee, and Hubert Bebb, Gatlinburg.

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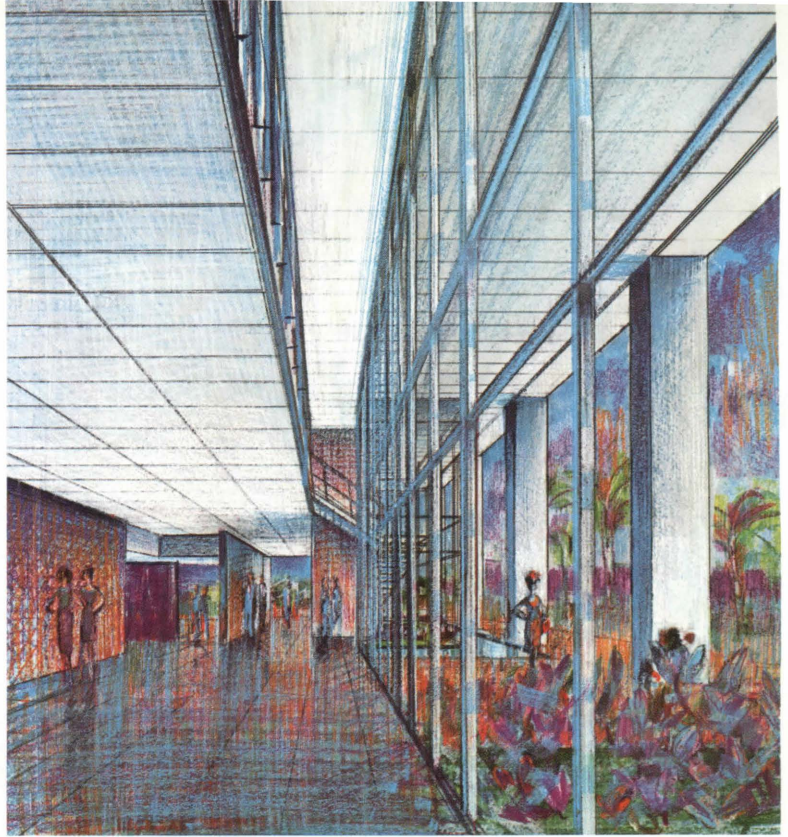
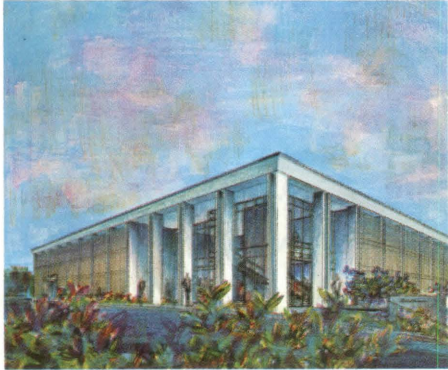
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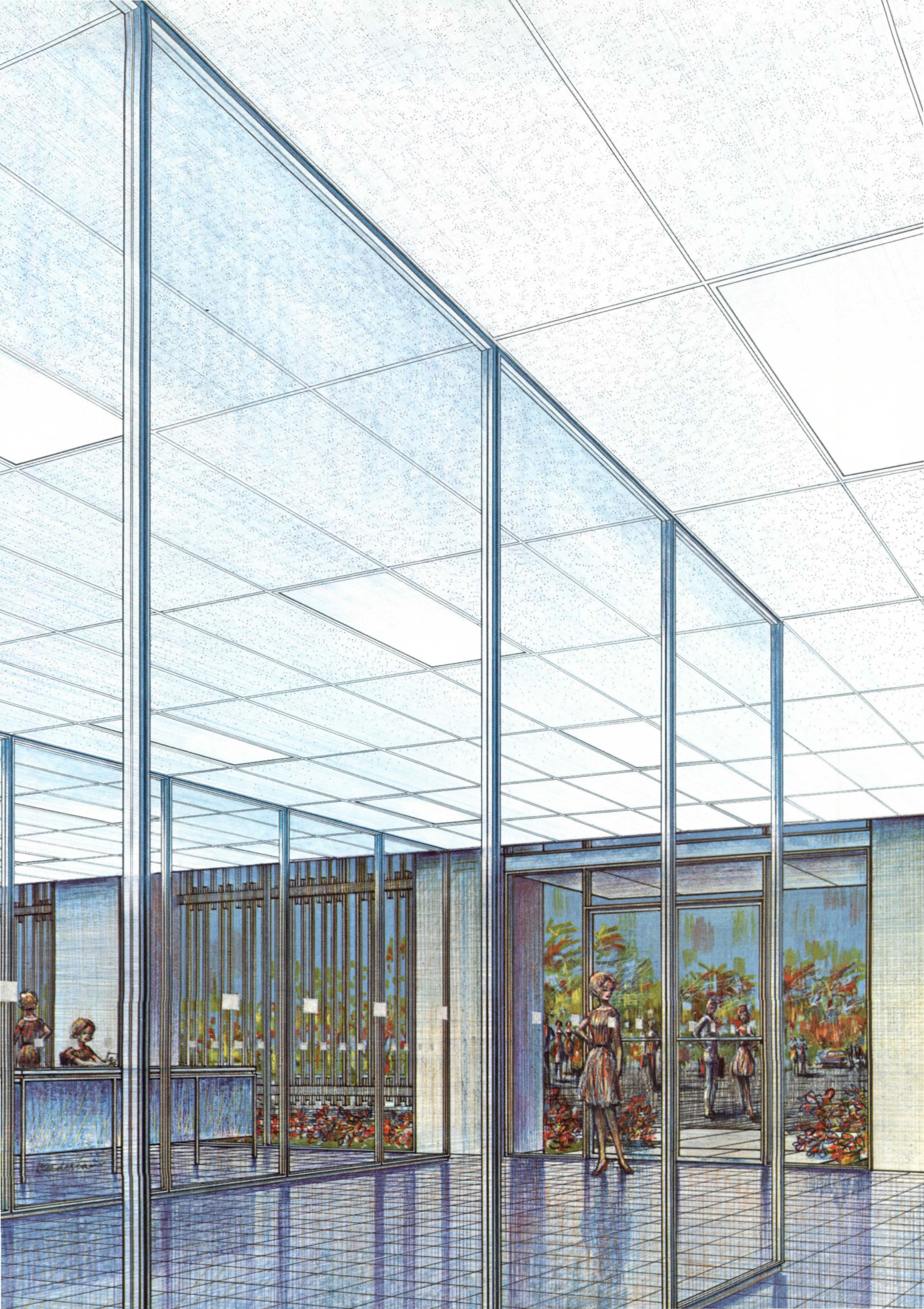
In character with its bold design, they present a smooth and monolithic surface. This handsome ceiling treatment offers another important advantage, too: lighting fixtures and partitions can easily be rearranged under the ceiling without affecting the ventilating function and without the delay and cost of moving ducts and diffusers. And the Armstrong Ventilating Ceiling system (in which the sealed plenum acts as room duct and the perforated ceiling as diffuser) insures that conditioned air circulates everywhere—evenly, thoroughly and efficiently—without drafts or stagnant spots.

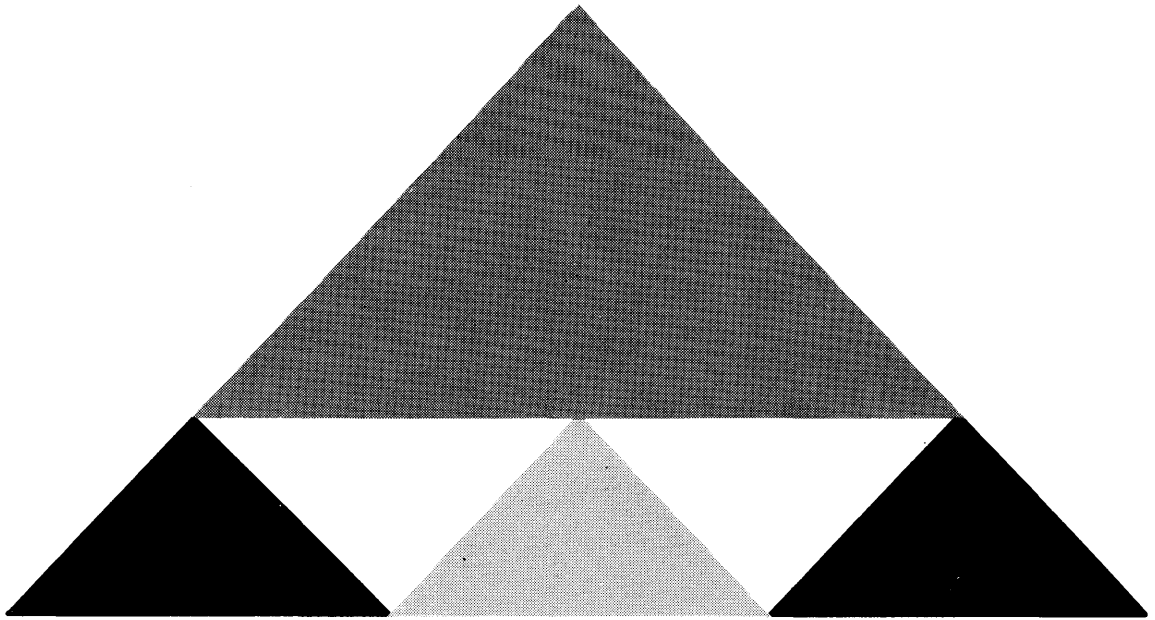
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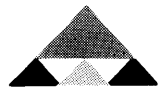




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Aluminum . . . Its Nature and Use

By ROBERT E. FISHER

If structure constitutes the skeleton of architectural anatomy, then structural materials are the bones of buildings. And, if a material is as versatile and as widely adaptable as aluminum, it can become as well the skin and some of the sinews of the building's body. . . Acceptance of this amazing metal has been as quick as it has been extensive — so much so that, perhaps, its employment in architectural design has outstripped a basic understanding of its limitations and potentialities. . . This is the first part of an attempt to clarify these limitations and potentialities. The author is known to many Florida architects as a former representative of the Kaiser Aluminum organization. What he offers here is not another detailed textbook, but rather a compilation of facts and commentary as a guide to architects in the proper use of a material which, with the exercise of understanding and imaginative skill, appears to be subject to an almost limitless scope of application . . .

Few materials have had a greater impact on the building industry during the past fifteen years than aluminum alloys. Yet very few materials have been more difficult and confusing for the architect to use. Much of the confusion stems from the very nature of the metal; but a certain percentage arises from the lack of a coordinated educational program by the industry.

Here we propose to examine aluminum and try to clarify some of its potentials and limitations. First let us start by dealing with the metal itself and with its fabrication. Finishes will be discussed later. No attempt will be made to become involved in a highly technical discussion as this would only tend to further confuse the issue.

Basically, aluminum is a non-ferrous metal produced electrolytically from bauxite ore. It weighs approximately .1 pound per cubic inch and in its pure state finds very limited use in the architectural market. Therefore it must be alloyed in order to meet the requirements of specific applications. The principal alloying elements are silicon, iron, copper, manganese, magnesium, chromium, nickel, zinc and titanium.

Many aluminum alloys are available for the production of everything — from pots and pans to aircraft parts. Through the years certain of these alloys have been found particularly adaptable to the architectural market. In addition new alloys have been developed specifically for use in this market. Of these alloys a few have become practically standards for building applications.

The two most popular extrusion alloys are 6063 and 6061. The major alloying ingredients of both are silicon and magnesium which give them ex-

cellent properties for this type of application. Of the two, 6063 is the most commonly used due to its combination of strength, workability, and excellent finishing characteristics. 6061, in addition to silicon and magnesium, contains small amounts of copper and chromium which give it a higher ultimate strength than 6063 but reduce somewhat the workability and finishing characteristics. Thus it is used primarily where the requirement for high strength dominates.

The most recent addition to the architectural alloys for extrusion purposes is 6351. This alloy combines the excellent finishing properties and workability of 6063 with the strength qualities of 6061 and is currently being used primarily in the new integral color programs. The major ingredients of this alloy are silicon, magnesium, and manganese.

Of the sheet alloys, the two most familiar to the designer are 3003 and 5005. 3003, a manganese alloy, has been a mainstay of the architectural market for years. It does have one drawback and that is the tendency to turn slightly yellow when anodized. Therefore it is being replaced in most installations by 5005 — a magnesium alloy with not only the excellent properties of 3003, but also finishing characteristics that closely match those of 6063 extrusions after anodizing. 3003 is still the primary sheet for porcelainizing. Where extra fine finishes are required 1100 sheet is used. This is the nearest thing to pure aluminum (other than foil) to be used for architectural applications. It is 99 percent-plus pure and because of this purity is very low in strength. For this reason 1100 is always produced as a clad product. (Cladding is discussed later in this article)

(Continued on Page 14)

Aluminum...

(Continued from Page 13)

Additional alloys have been developed for the new color processes and are readily available, as are controlled versions of the above mentioned alloys. This additional control assures the architect of a much closer color control than has been here to for possible. It is interesting—and refreshing—to note that the aluminum producers ask no price premium for these highly controlled alloys.

These, then, are the most commonly used alloys. However, where castings, fasteners and screen wire are involved, other alloys listed in industry and manufacturers' catalogs are used.

Each of the above mentioned alloys has a temper designation following the number. In the case of extrusions this will normally be "T5" for 6063 and "T6" for 6061. The T6 temper is more difficult to obtain and when it is to be specified, the architect should make certain that a true T6 is obtained. Sheet alloys will generally fall in the range of H12 to H14. Most qualified fabricators have established temper ranges to meet the performance requirements of their products. The designer may also refer to the ASTM and Aluminum Association standards to assure alloy quality.

In any discussion of alloys the subject of cladding must be considered. Clad products are obtained by rolling two ingots, each of a different alloy, simultaneously to produce a sheet with a facing of one alloy and a backing of another. Such a product is designated as "clad one side".

Cladding can also be produced on both sides of the product in a similar manner. Clad alloys are usually used to provide a facing alloy with special finish or corrosion resistant characteristics. The clad surface will comprise from 5 to 10 percent of the total thickness of the sheet. It might be added that this process is not readily adaptable to extrusions.

Without doubt one of the most difficult problems confronting the designer or specification writer is that of the gauge, or thickness, to be used for a specific application. Two points should be made clear at once: First, there is a definite limit to what a given amount of metal can do structurally. This may sound rather elementary. But we need only look around us at the abundance of flimsy,

Use	Recommended	
	Min. Thickness (inches)	
Exposed flashing019	(24 ga.) approx.
Gutters027	(21 ga.) approx.
Termite shields024	(22 ga.) approx.
Roofing (shingles)	0.19	(24 ga.) approx.
Roofing (shingles)019	(24 ga.) approx.
Siding024	(22 ga.) approx.
Roof Valleys019	(24 ga.) approx.
Fascia and Gravel Stops024	(22 ga.) approx.
Ventilators027	(21 ga.) approx.
Bird Screen047	(16 ga.) approx.
	(½mesh)	

so-called "economy" products to prove our point. Economy in the use of aluminum is commendable and desirable. But the metal should, through intelligent design, be placed where it will provide adequate resistance to the forces which will be encountered during the life of the product—and enough metal should be used to assure these results. No hard and fast rule can be established for thickness because of the multiplicity of conditions that can arise. However, the fabricator should be able to justify the use of given thicknesses and shapes by rational analysis when required.

Second, it should be remembered that a given gauge of metal which may seem adequate when viewed as a small sample can become extremely thin in the larger sizes required on the job. Again no hard and fast rule can apply, because size and configuration will modify the thickness. We are often asked, "does embossing add strength?". The answer is yes—but to a very slight degree. The following chart may be of assistance for some of the miscellaneous items used from time to time in both commercial and residential applications:

Aluminum is gauged on the Browne and Sharp system. When comparing aluminum to galvanized steel remember that galvanized is gauged before dipping. Therefore approximately .0004" must be added to the final thickness.

Aluminum is an excellent structural material. Its modulus of elasticity, however, is about one-third that of steel. Therefore, when aluminum is to replace steel, the sections must be enlarged accordingly. In most cases this can be accomplished and the weight saved will offset the greater cost per pound of the aluminum. It

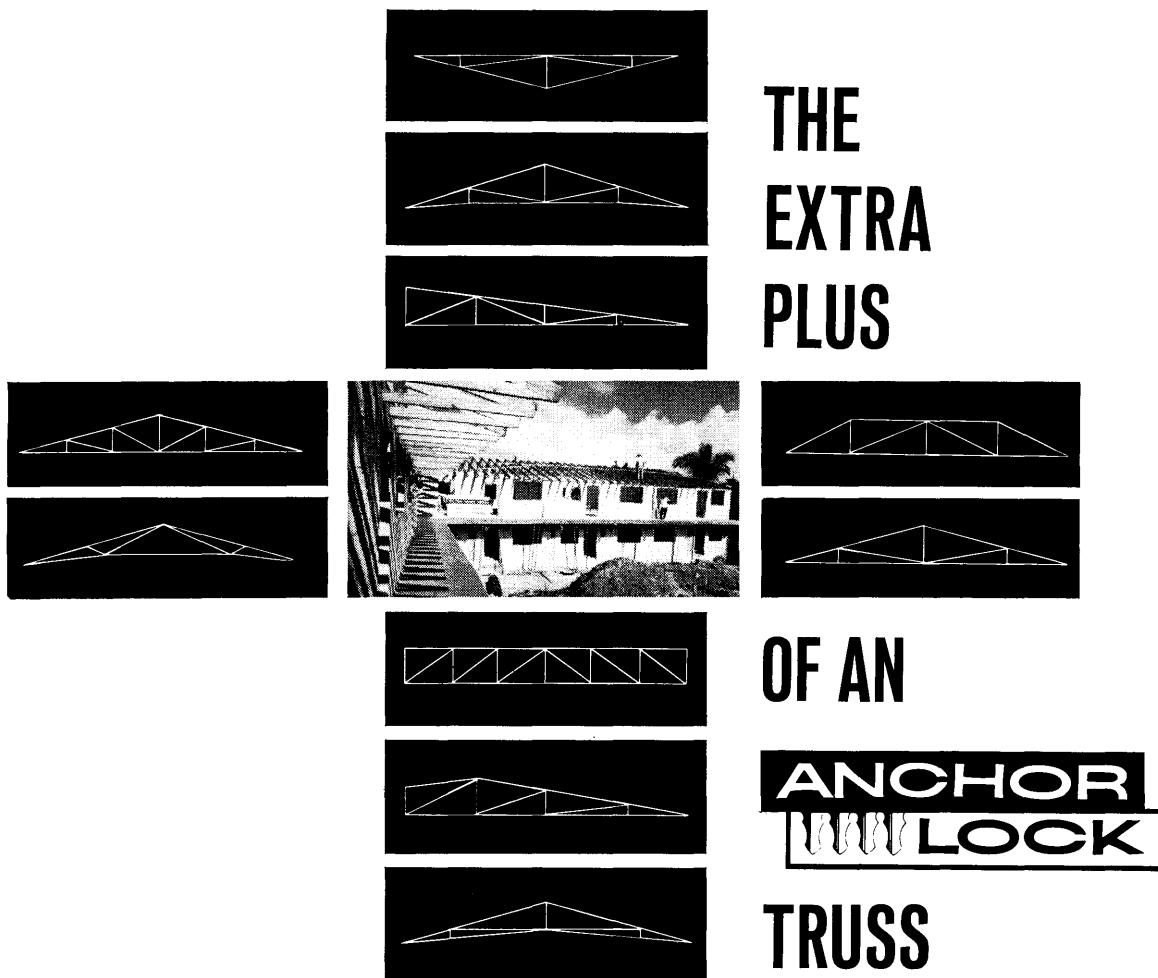
must be admitted that where large sections—such as H-columns or heavy structural I-beams—are involved the cost factor will usually rule out use of aluminum, although stressed skin design can sometimes circumvent this problem.

Architects frequently take it upon themselves to design the extrusions to be used in a project. While this can be accomplished successfully, it can, from time to time, produce problems for the fabricator. Wherever possible the fabricator should be allowed to use his standard sections or, if specials are required, to assist the designer with the application.

There are many reasons for this. The extrusion process contains many built-in complications. Die costs can range from about \$200 for a simple solid section, such as an angle or channel, to \$600 for a fairly complicated hollow. The size of the press and billet used impose rather rigid limits and the configuration of the part to be extruded can often create nightmares for the die designer. Die correction, extruding speeds, total length possible—all become part of this rather complicated procedure. Arbitrary modification of a fabricator's standard section can affect adjacent joinery design and may even require new jigs, fixtures and milling cutters, thus resulting in revised production procedures.

All of this can become expensive! This is especially true where short runs are required. Conversely, if large quantities are to be used, the fabricator may agree to—or even advocate—a modification or new extrusion to eliminate an applied shape or to solve a tricky problem. In this case the die

(Continued on Page 17)



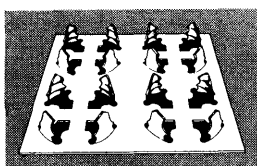
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Aluminum...

(Continued from Page 14)

costs become a minor part of the overall costs and the extrusion will usually be laid out to fit most of the present production setups with only some minor modifications.

If you do wish to use a special extrusion follow these general rules:

1. Assure yourself that it will be used in reasonably large quantities.
2. As a general rule maintain overall dimensions that can be inscribed within a six inch circle. (Some extruders and all major aluminum producers have presses capable of accommodating eight to ten inch billets and should be consulted on large sections.)
3. Maintain equal wall thickness wherever possible.
4. Avoid extremely thin wall sections. Usually the minimum approved thickness will increase with the size of the section.
5. Hollow sections will show a barely perceptible "weld line." This is caused by metal flowing around the spider of a porthole die. If the section is .125" and over.

tion is to receive a fine finish it is usual procedure to design so that the weld line will occur on an unexposed surface. It is standard practice with all extrusion layouts to indicate the exposed surfaces.

Forming and bending is a subject unto itself. However, over a period of years certain questions seem to arise repeatedly. One question often asked refers to the bending of extrusions. In practice extrusions are fabricated into end products by the use of straight cutoffs, or miters, and then fastened either mechanically or by welding. If it becomes necessary to bend an extrusion, the radii should be kept fairly large unless it is possible to notch the inner surface to facilitate a tight bend on a flat surface. It should always be kept in mind that finishing characteristics of the part can be affected by bending. This is due to a grain structure change caused by stretching the outer surface and compressing the inner surface.

Architectural sheet alloys are readily adaptable to bending, particularly in the H12 and 14 range. Most will develop a radius roughly equal to the thickness of the metal in gauges of

It is of utmost importance that the architect be able to visualize the operation of the brake-press dies when considering formed sheet metal shapes. Deep, narrow channels, for example, can be extremely difficult, because there is usually not enough clearance after the first brake to allow the die to complete the second operation. Also, with regard to the length of the part to be formed it should be remembered that brake facilities of 12-feet are quite normal. However it is well to consult a fabricator if longer sections are required.

Fastening aluminum can, for purposes of simplification, be broken into two basic categories: mechanical and welded. Very often the feasibility of welding is questioned, but it should be pointed out that welding techniques have been vastly improved during the past few years. Shop welding is generally preferred to field welding in as much as the operation can be carried out under controlled conditions and at a lower labor cost. Local discoloration (particularly on parts to be anodized) can be reduced to a minimum by the use of good welding

(Continued on Page 47)

CHART OF LINEAL EXPANSION RELATIVE TO TEMPERATURE DIFFERENCES

Temp. Diff.	Length in feet													
	2'	5'	7'	10'	12'	14'	16'	18'	20'	22'	24'	26'	28'	30'
10°	.003	.008	.011	.015	.019	.021	.025	.028	.031	.035	.038	.041	.044	.047
20°	.006	.015	.022	.031	.038	.044	.051	.057	.063	.070	.076	.082	.089	.095
30°	.009	.024	.033	.043	.057	.067	.076	.085	.095	.105	.114	.123	.133	.142
40°	.012	.032	.044	.063	.071	.089	.101	.114	.127	.139	.152	.165	.177	.190
50°	.015	.040	.055	.079	.095	.111	.127	.143	.159	.175	.190	.206	.222	.238
60°	.019	.048	.067	.095	.114	.133	.152	.171	.190	.209	.228	.247	.266	.285
70°	.022	.055	.078	.111	.133	.155	.177	.200	.222	.244	.266	.288	.310	.333
80°	.025	.063	.089	.127	.153	.178	.203	.228	.254	.280	.305	.330	.356	.380
90°	.029	.071	.100	.143	.171	.199	.228	.256	.286	.314	.342	.371	.400	.428
100°	.032	.079	.111	.158	.190	.222	.258	.285	.316	.348	.380	.412	.444	.475
110°	.035	.087	.122	.174	.209	.244	.278	.313	.348	.383	.418	.453	.488	.522
120°	.038	.095	.133	.190	.228	.266	.304	.342	.380	.418	.455	.495	.531	.570
130°	.041	.103	.144	.206	.247	.288	.333	.370	.411	.454	.495	.535	.576	.618
140°	.044	.111	.155	.222	.266	.310	.355	.400	.445	.490	.534	.576	.620	.665
150°	.047	.119	.166	.238	.286	.333	.380	.428	.475	.523	.570	.618	.665	.713
160°	.051	.127	.178	.254	.305	.356	.406	.458	.509	.560	.610	.660	.711	.762

Example: 10' section of material installed in area where temp. range is 40° to 100°. Aluminum installed at 80°. Therefore: 80° - 40° = 40°
 10' section will contract .063". In summer if skin temp. goes to 150° in 100° weather then: 150° - 80° = 70° (differential). Material will expand .111"
 .111" + .063" = .174" (total dimensional change of section).

BRI Report, III - Shading Economies

This is the concluding part of a Report of the BRI Spring Conference on the Solar Effects on Building Design . . . The first two parts appeared in the June and August, 1962, issues. All deal with a particularly important anatomical element of Florida architecture . . .

By JOHN M. EVANS, AIA

OVER-ALL PERCENTAGE		HEAT GAIN		
PERCENT	GLASS IN FACADE	25%	50%	75%
PEOPLE, LIGHTS AND OFFICE EQUIPMENT		32%	24%	19%
WINDOW HEAT INPUT (MAXIMUM)		32%	47%	57%
CONDITIONING OUTDOOR AIR		20%	15%	12%
CONDUCTION THROUGH WALLS		4%	3%	2%
MISCELLANEOUS		12%	11%	10%

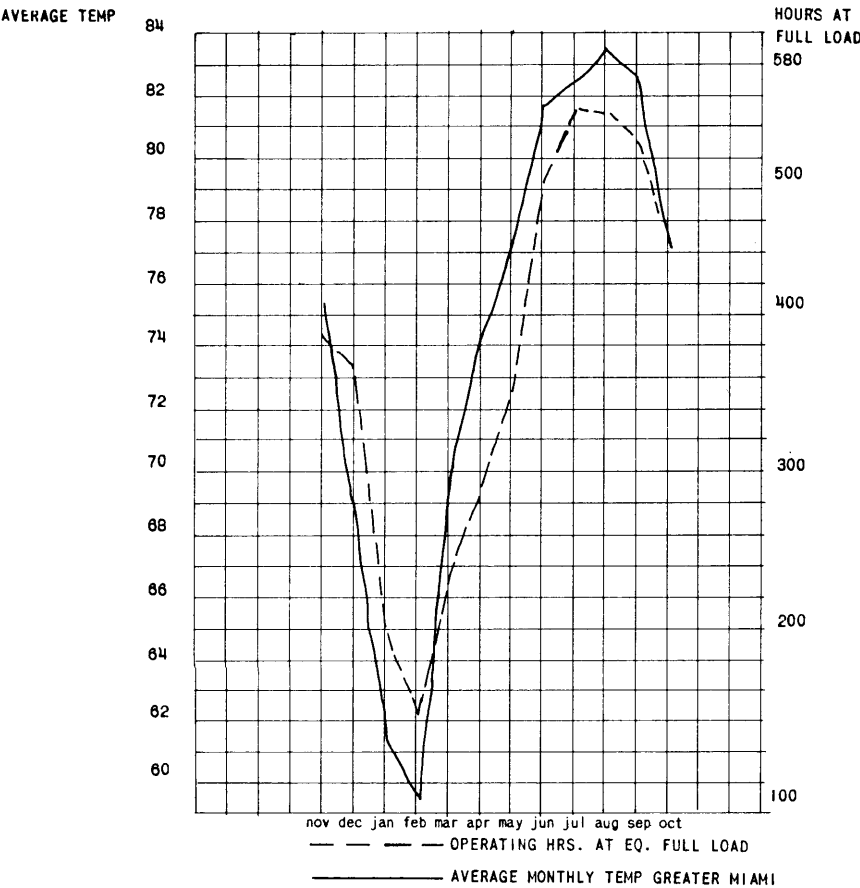


Figure 1 — Heat Gains in Buildings and Air Conditioning Operations

In my last article (August, 1962) I commented on the various types of sunshades using as a basis the paper presented by ALFRED L. JAROS, JR. before the *Building Research Institute* in Washington the past April.

Mr. Jaros had some very interesting data on the cost of sunshades in relationship to their thermal efficiency and cost and I will try to express graphically what he said in his paper and comment on the application of this data to the Florida area. Of course, one will encounter some difficulty in evaluating costs in a manner that would apply to all areas. Jaros warns us of the pitfalls involved in these three factors:

1. Unit costs for mechanical work vary in different parts of this country and even more so in foreign areas.
2. Unit costs of the distribution system will vary with type of system, sill heights, type and usage of building spaces.
3. The savings obtained through reduction in refrigeration demand will not be equivalent to the original cost per ton of the system. If, for an example, a saving of 10 tons of air conditioning is made in a 100 ton system, it *cannot* be assumed a similar saving of 10 per cent in cost of equipment will be made.

Notwithstanding these obvious problems Jaros has drawn *guidelines* for evaluating sun shade savings in an extremely fresh and valuable manner.

Figure 1 expresses the very large heat gain through windows areas. In buildings that have large glass areas (say over 75 percent) more than 57 percent of the over-all percentage of heat gain will enter through solar intrusion. Thus it can be said that the design and evaluation of shading de-

VICES is a major concern to the architect — and one, I might add, that is neglected by a majority of architects.

Figure 2 is an *Evaluated Savings Chart*. It graphically shows the cost of the shading device, the tonnage saved and the net investment savings involved. Note that these are given in terms of the south, east and west elevations. The north elevation was eliminated by Jaros as not being germane to the Dallas-New York areas — which were investigated in his paper. This omission *may* be subject to some re-examination for our extreme southerly latitude.

A close examination of this chart will show the general arrangement of the data. The savings in tonnage, according to Jaros, would work out at about \$900 a ton. This includes associated costs such as plumbing, electrical and structural work. This is about 65 percent of the cost per ton

of a complete air conditioning system for a New York office building of "good" quality, without unusual extravagance or unusual skimping. If this seems higher than our own costs, we must attribute it both to higher labor costs in the New York area and more sophisticated distribution and control systems.

As a standard of comparison Jaros has made a 1' x 6' glass area his module. Under each type of shading the tonnage saved and costs are given together. Under this the *Net Investment Saving in Dollars* is given. Since the table gives comparisons for cost savings for the east, west and south orientations, the relative applicability of the chart will depend on the relative proportions of the various facades. Jaros gives much "backup" data on this subject in his paper and if one is interested a copy of this paper can be obtained from the BRL. My pur-

pose in this article is to give an accurate, instant comparison of the various shading methods so that the architect can have a sound basis for his facade design.

In Figure 1 where no data is given it was determined that the shading device was inappropriate for the orientation or was economically unfeasible.

In the lower part of Figure 1 *Annual Operating Savings* are given. They were based on a study by Jaros of a building in the Dallas area. Three factors have stopped me from converting them to the Florida Area. They are:

1. Difference in KWH annual use in South, Central and North Florida.
2. Differences in rate structures of power companies.
3. Difference in consumption between different building users.

(Continued on Page 44)


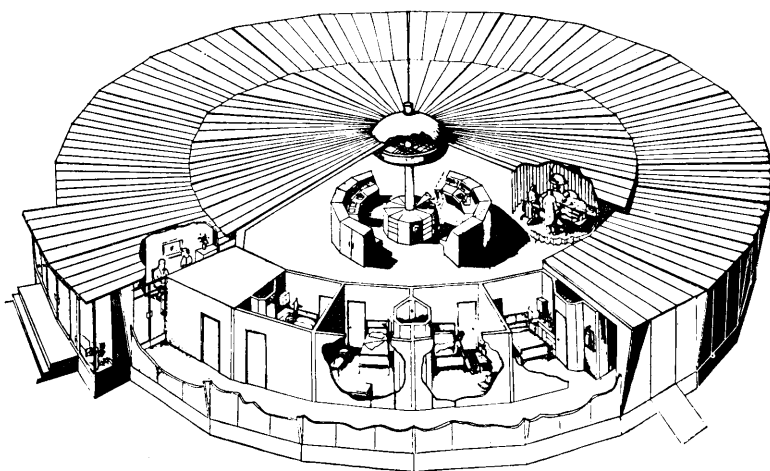
EVALUATED SAVINGS - SUN SHADES											
	SINGLE PL. GL.	DOUBLE PL. GL.	SINGLE HEAT ABSORBING GL.	SINGLE HEAT ABSORBING GL. & SINGLE PL. GLASS	SINGLE PL. GL. & INSIDE HORIZ. VENETIAN BLINDS	SINGLE PL. GL. & INSIDE VERT. VENETIAN BLINDS	SINGLE PL. GL. & HORIZ. OUTSIDE MANUAL OP. LOUVERS	SINGLE PL. GL. & OUTSIDE VERT. AUTOMATIC LOUVERS	SINGLE PL. GL. & OUTSIDE HORIZ. BALCONY	SINGLE PL. GL. & OUTSIDE HORIZ. LOUVER CANOPY	SINGLE PL. GL. & 23 BAR KOOLSHADE
 COST FOR 6' HIGH WINDOW 1' WIDE WITH SPECIAL GLASS & SHADES AS SHOWN	0 (no shading)	\$12.00	\$4.50	\$16.50	\$6.00	\$9.00	\$31.00	\$37.00	\$18.00	\$17.00	\$33.00
REFRIG. SAVING GIVEN IN TONS AND \$	0	.0235/\$21.15	.0413/\$37.20	.0510/\$45.75	.0450/\$40.50	.0450/\$40.50		.0720/\$64.80			.0680/\$61.20
NET INVESTMENT SAVING IN DOLLARS	0	\$9.15	\$32.70	\$29.25	\$34.50	\$31.50		\$27.80			\$28.20
REFRIG. SAVING GIVEN IN TONS AND \$	0	.0266/\$25.65	.0413/\$37.20	.0566/\$51.00	.0508/\$45.60	.0508/\$45.60		.0878/\$78.80			.0835/\$74.80
NET INVESTMENT SAVING IN DOLLARS	0	\$13.65	\$32.70	\$34.50	\$36.60	\$36.60		\$41.80			\$41.80
REFRIG. SAVING GIVEN IN TONS AND \$	0	.0266/\$11.85	.0368/\$28.65	.0510/\$45.75	.0403/\$36.30	.0403/\$36.30	.0861/\$62.10		.0590/\$53.00	.0691/\$62.10	.0680/\$59.00
NET INVESTMENT SAVING IN DOLLARS	0	\$11.85	\$28.65	\$29.25	\$27.30	\$30.30	\$31.10		\$35.00	\$45.10	\$32.00 *
Note: dollar differential computed at \$900 per ton Chart from figures by A.L. Jaros BRL Spring Conferences, 1962 Chart by John Evans a.l.a. * 17 bar koolshade											
ANNUAL OPERATING SAVING Dallas, Texas Area											
ANNUAL OPERATING SAVING COMPUTED AT 2.5¢ TON/HOUR	0	17¢	36¢	48¢	36¢	36¢		64¢			60¢
ANNUAL OPERATING SAVING COMPUTED AT 2.5¢ TON/HOUR	0	41¢	57¢	78¢	67¢	67¢		\$1.05			95¢
ANNUAL OPERATING SAVING COMPUTED AT 2.5¢ TON/HOUR	0	18¢	35¢	48¢	38¢	36¢	64¢		56¢	64¢	62¢

Figure II — Evaluated Savings Chart

Client needs may well be as important an anatomical element of architecture as any other . . . Here is a unique planning and equipment concept that has directly conditioned the design of the building . . .



Round House Plan

May Halve Hospital Costs

A doctor's desire to build the best possible children's hospital may soon benefit all Americans and the sick or injured throughout the world.

DR. HUGH C. MACGUIRE, 43-year-old pediatric surgeon, started out simply to plan a hospital for children that was as efficient and modern as possible. But this quest stimulated a study which is materializing today in the construction of an all-aluminum hospital at Tuskegee, Ala. The circular prototype unit could easily revise many traditional medical care concepts.

Embodied in the hospital concept—named *Atomedic* by Dr. MacGuire—is a way to fill the nation's need for 800,000 new hospital beds at half the traditional cost. *Atomedic* also is designed to make the most advanced diagnostic and surgical talents available to millions in their own neighborhoods—in hospitals equipped with scientific equipment far in advance of that existing elsewhere. Furthermore, the concept could provide an economical answer to the gigantic demand for movable clinics and hospitals in underdeveloped countries throughout the world.

As a basis for bringing his idea to

the prototype stage Dr. MacGuire organized two national medical symposiums in Montgomery, that were attended by hundreds of medical and industrial leaders dedicated to creating a better hospital. He also enlisted the material assistance of major U. S. industrial corporations, and created *Atomedic Research Center, Inc.*, a non-profit organization to perfect advanced medical and hospital techniques.

Through his own ideas and the symposium's, Dr. MacGuire evolved the concept of a system of smaller hospitals available for every one in his own neighborhood, and in constant electronic contact with medical centers offering the advantages of highly specialized diagnosis and advice.

Using the *Atomedic* Hospital system, it is estimated (by one of the nation's largest private insurance companies) that complete medical care—free of government involvement—could be possible for \$6.00 per person per month to include medicines, doctor calls, physical checkups, surgical fees, and hospitalization.

The prototype unit for the hospital now under construction at the Tuskegee Army Air Base site, will be one of the world's first all-aluminum struc-

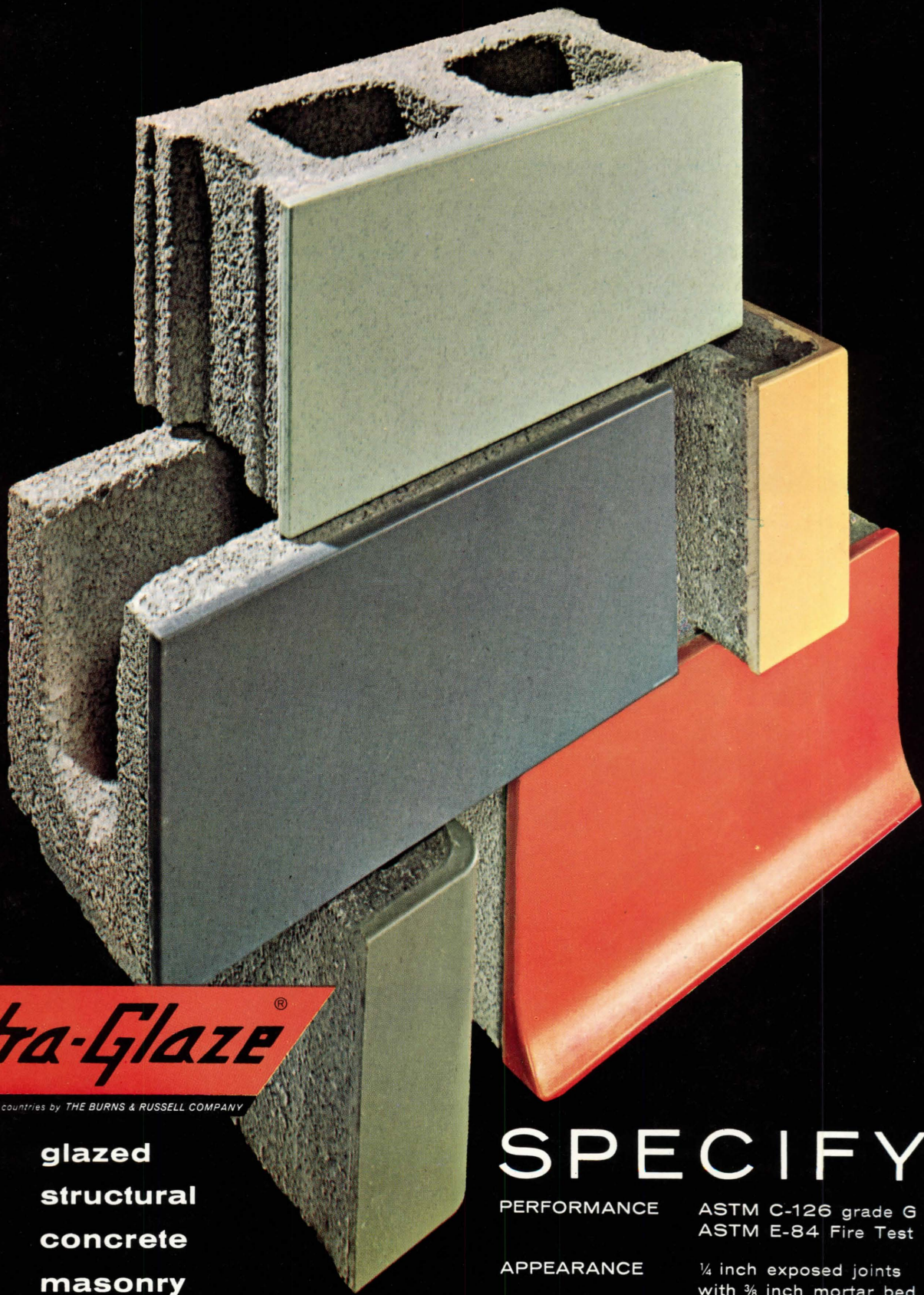
tures, with both exterior skin and structural members made from the light metal. The walls and roof will be made from sandwich panels involving an outer and inner layer of aluminum sheet with a core of insulating foam plastic.

The hospital is round and 100 feet in diameter, with a circular sterile work area in the center. Twenty-two hospital rooms form a ring around the core—divided into wedges—with an administrative area taking up two of 24 portions. The outer ring will be a corridor for visitors.

The basis for this circular construction is twofold. Visitors will never contaminate the work area in the center, nor will they interfere with traffic between patients and nurses or doctors. Secondly, nurses will be able to handle the work load more efficiently, since the circular design will save 37 per cent of the steps nurses have to take in a conventionally designed hospital.

In spite of the fact that the *Atomedic* hospital will employ equipment and electronic medical techniques farther advanced than used by any existing hospital today, it will be far less

(Continued on Page 24)



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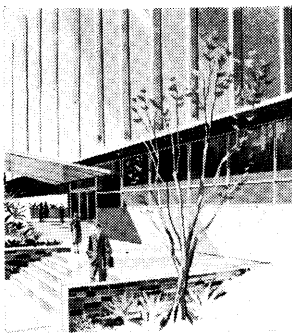
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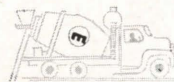
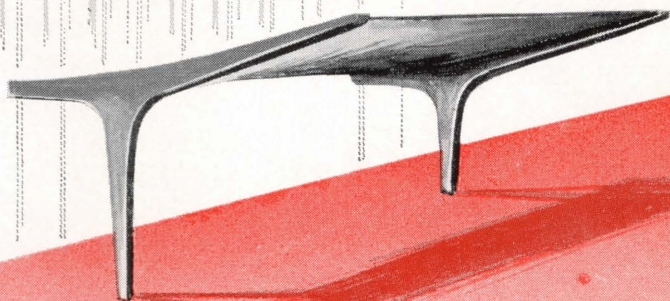
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Hospital...

(Continued from Page 20)

expensive because of its architectural design. The circular aluminum hospital will cost only 50 per cent as much—and be better equipped—than a conventional hospital of similar size. Conventional hospitals require an average investment of \$30,000 per bed. The Atomedic hospital will cut this cost to \$15,000 per bed, assuming each room contains only one bed. The Atomedic building will also provide substantial savings in maintenance and operating costs.

As unusual as a circular hospital may sound, it is not completely new. The idea of a round design is already successfully in use in a number of large, new hospitals including Valley Presbyterian Hospital, Van Nuys, Calif., and the St. Frances Xavier Cabrini Hospital in Montreal, Canada.

What is really new is the idea of mass producing more modern, efficient hospitals to help lower costs. And the concept of thousands of these smaller hospitals located in towns, cities, suburbs and neighborhoods to handle population units located there

is certainly new. Dr. MacGuire plans to have these multiple units tied together with an electronics system being developed by AT&T that will allow constant monitoring of all patients' pulse, temperature, respiration, etc. The communications network feeds this information into electronic brains that will signal immediately when a patient is in danger.

With this sort of constant assistance, nurses can give better personal care than ever. Nurses now must spend most of their time keeping records, and supervising nurses aides and orderlies. The new hospital will keep these records almost automatically, and most nurses aides or orderlies will not be needed. Thus, nurses will be able to get back to the actual nursing for which they are professionally equipped.

Dr. MacGuire's search for a better hospital has resulted in his living virtually on the doorstep of leading industrial research laboratories to anticipate the latest medical and hospital developments for testing and consideration by Atomedic. Atomedic is working to achieve research grants for practical testing and perfection of

medical equipment. As a result of this approach, the Atomedic Research plans to equip its hospital units with:

—Television monitoring of patients in each room so that a nurse has them in easy view.

—Use of transducers to keep continual check on patient's pulse, temperature and respiration, just as astronauts are monitored in flight. This provides a constant check on a patient's condition.

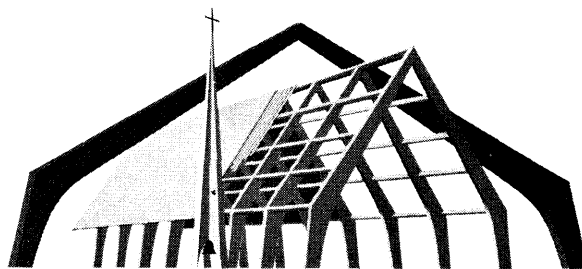
—Radioactive isotopes as a power source for X-rays that will double for use in cold sterilization of instruments and other equipment.

—Portable operating rooms to be set up when needed in the center of the circular hospital.

—Use of a new technique of operating, with the patient in an inflated plastic tent, insuring absolute sterile conditions. Surgeon working outside the tent uses plastic gloves that are actually built into the plastic unit.

—Use of a wide selection of frozen prepared meals, radiant heated in the patient's room to insure top-quality food and to eliminate the high cost of maintaining a kitchen staff.

announcement of a new Tampa office...



the Rilco Engineered Wood Products Division of Weyerhaeuser Company

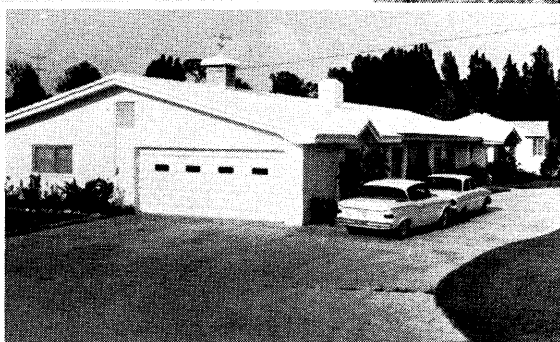
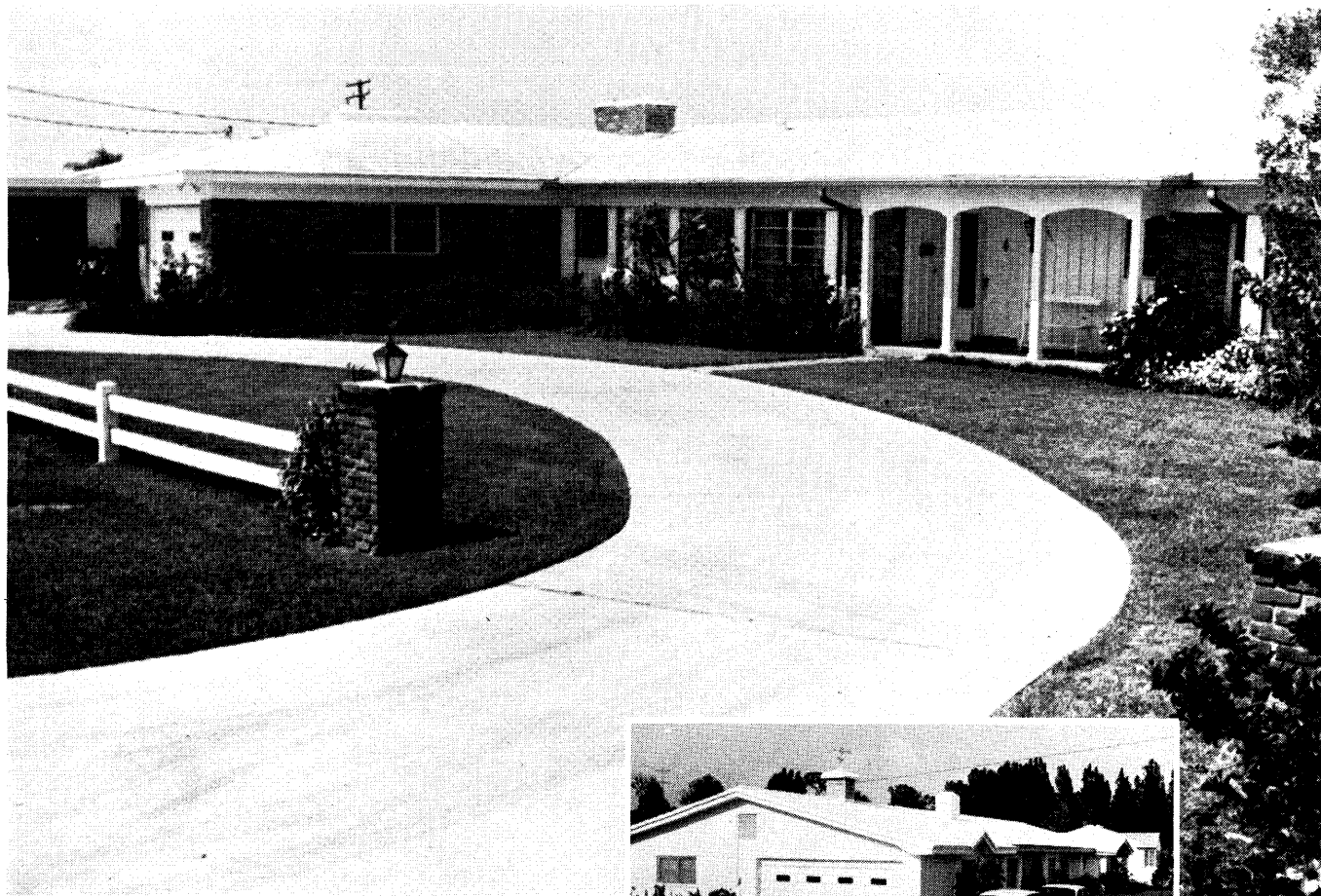
has now opened a Tampa office to provide you with local assistance on structural specifications, design details and estimation requirements of Rilco laminated wood arches, beams, trusses and engineered products. We will be pleased to assist you.



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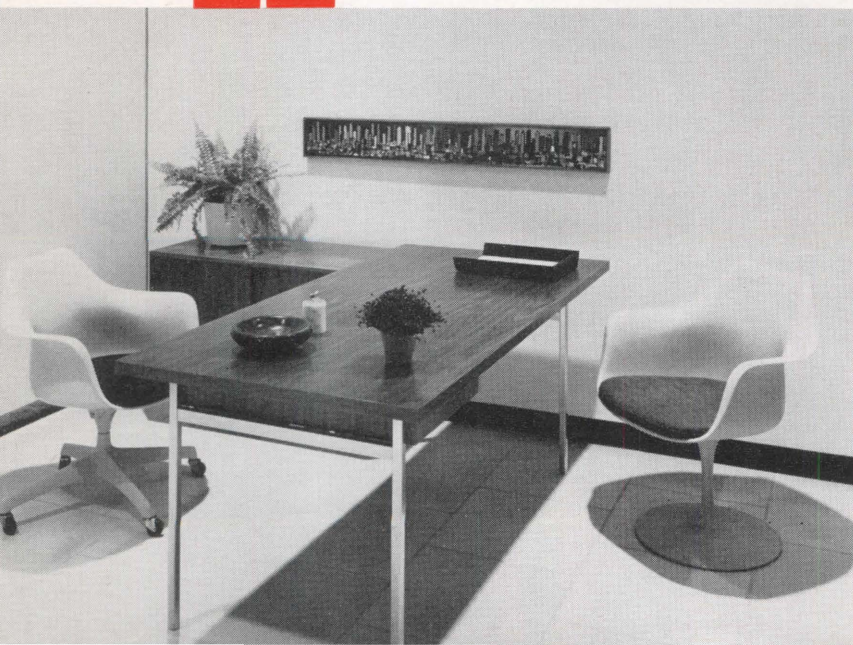
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48th Annual Convention

OF THE FLORIDA ASSOCIATION OF ARCHITECTS
OF THE AMERICAN INSTITUTE OF ARCHITECTS

The Theme - THE ANATOMY OF ARCHITECTURE



HENRY L. WRIGHT, FAIA
President, AIA

In order to produce Significant Architecture we must completely understand the "Anatomy of Architecture." Each part must function individually as well as functioning within the entire "Body of the Building." An analogy would be represented by the human body — a machine made up of many parts — each part having to relate to the whole in order for it to function properly. The "latest model" as we know it has taken eons to develop. Throughout its long history of evolution, the anatomy has adopted itself as conditions dictate.

The evolution involved in creating the Anatomy of the Architecture of our individual building is of a much shorter duration — one year or less. But still in this time we must develop architecture that reflects our present technological advances in such a way that all of the components that make up its anatomy are assembled and intergrated into the most workable, livable, and esthetically pleasing package possible.

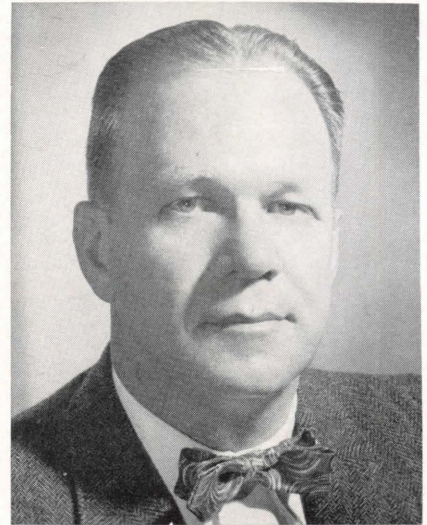
To do this, coordination of many professions is a necessity. Our program, therefore, is concerned with the coordination of Structural, Mechanical, and Interior Design to produce Significant Architecture.



ROBERT H. LEVISON, AIA
President, FAA



H. LESLIE WALKER, AIA
Pres. Fla. Central Chapter



DANA B. JOHANNES
Convention Chairman

Of What Is Architecture Made?

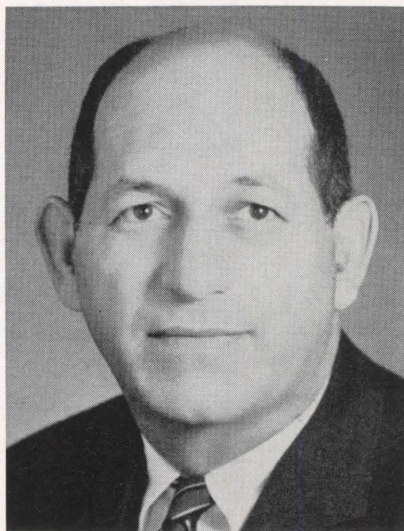
Development of the Convention Theme will be through three "Sessions" each dealing with the specific design phases — structural, mechanical and interior design — that are involved with the production of significant architecture. Each Session will be conducted by four panelists — an architect, an interior designer, a structural engineer and a mechanical engineer. . . . As last year, these Sessions will be, in effect, workshop seminars. The purpose will be to integrate the subject of each with the basic problems of architectural design. As last year, also, each Session will be scheduled to provide for questions from the floor; and audience participation to this extent is invited. . . . In addition, two important seminars for students have been planned to which all convention visitors will be welcomed. . . .

These Are The Main Speakers...



MARIO G. SALVADORI

Consulting engineer, specialist in structures . . . mathematician, teacher since 1932, currently professor of civil engineering and architecture at Columbia University . . . Fellow of ASCE and ASME, member of N. Y. Academy of Sciences . . . author of three books and over 90 technical papers. . . .



FRED S. DUBIN, PE

Graduate of Carnegie Tech, senior partner in a 90-man organization specializing in mechanical, electrical, structural and civil engineering. . . . Consulting engineer registered in 24 states . . . guest lecturer at Pratt Institute and architectural schools of Columbia, Rice and N. C. State U. . . .



ALBERT LOCKETT

Associate Partner, Skidmore, Owings & Merrill, Chicago office . . . chief of design and master planning, Air Base Complex, French Morocco . . . chief architect, Air Force Academy, Colorado . . . project manager on major projects of a diversified nature . . . designer, administrator. . . .

The Special Program Speakers...



For The Ladies...

JOHN R. TARR

Native of Tampa, graduate of U/F and Chicago Art Institute . . . vice president, Tarr's Interiors, Tampa . . . member and director of NSID. . . .



MRS. JOHN DOWNING

Specialist in flower arrangement with background in art and interior decoration . . . teacher, lecturer and demonstrator of flower arrangement. . . .



For Students...

JAMES LUCAS

Director of public relations, Herman Miller, Inc. . . . frequent lecturer before students of interior and industrial design, advertising and architecture....



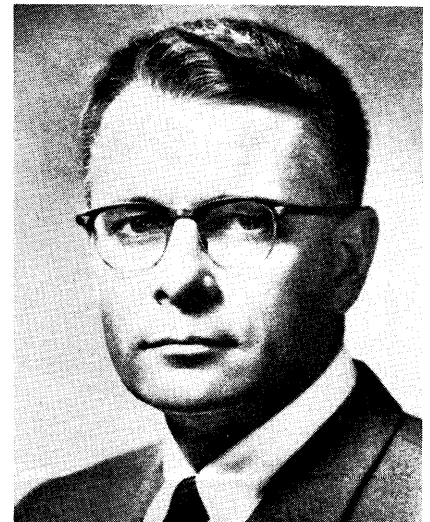
VINCENT CAFIERO

Interior designer, member of the Knoll Planning Unit, Knoll Associates . . . residential designer with educational background at Pratt Institute, Pace and Texas Western . . . frequent speaker on matters of interior design before groups of students, architects and designers. . . .



ROBERT M. LITTLE, FAIA

AIA Director, Florida Region . . . Past President, Fla. South Chapter and FAA . . . own practice in Miami since 1933 . . . versatile designer, particularly in educational field; buildings in Universities of Miami, South Florida and Puerto Rico . . . design lecturer . . . widely published in magazines. . . .



HON. TOM ADAMS

Secretary of State, native of Jacksonville, graduate of the University of Michigan . . . businessman with diverse interests . . . since 1956 a member of the State Legislature and a member of many important legislative committees . . . voted outstanding Senator during 1957 Legislature. . . .



CONVENTION HOSTS

Florida Central Chapter, AIA, H. Leslie Walker, President; Dana B. Johannes, Vice President; Donald Jack West, Secretary; Jack McCandless, Treasurer.

CONVENTION COMMITTEE

Dana B. Johannes
General Chairman

Mark G. Hampton
Program

Elliott B. Hadley
Registration

H. Leslie Walker
Hospitality

Frank McLane, Jr.
Entertainment

Frank R. Mudano
Architectural Exhibits

Roy M. Henderson
Awards

Horace H. Hamlin, Jr.
Product Exhibits

Harry A. MacEwen
Public Relations

I. Blount Wagner
Arrangements

A. Wynn Howell
Students

Mrs. Edmond N. MacCollin
Women's Events

Program -

THE FLORIDA ASSOCIATION SORENSEN

WEDNESDAY, NOVEMBER 7

- 9:30 A.M. Installation of Product Exhibits
to **Exhibit Hall.**
6:30 P.M.
9:30 A.M. Installation Architectural Exhibits
to **Palm Room.**
6:00 P.M.
6:00 P.M. Registration for Chapter Members
to Guests, Students and Exhibitors
9:00 P.M. **Personnel. Main Lobby.**
8:00 P.M. Meeting, FAA Board of Directors
to President Robert H. Levison,
presiding. **Room, as posted on
Bulletin Board in Lobby.**

THURSDAY, NOVEMBER 8

- 9:00 A.M. Registration continues. **Main Lobby.**
to
6:00 P.M.
9:00 A.M. Opening of Product Exhibit Hall
Robert H. Levison, FAA President
officiating. Guests, City and County
Officials. **Entrance to Exhibit Hall
Main Lobby.**
9:00 A.M. Visit Product Exhibits. **Exhibit Hall.**
to
10:00 A.M.
9:30 A.M. First Seminar for Students—Luncheon
to invited. **Terrace Lounge.**
11:00 A.M. "The Client, The Designer and the
Divertisements" James Lucas
10:00 A.M. First FAA Business Meeting.
to President Robert H. Levison,
12 noon presiding. Invocation by Rev. A. B. Purdom, Rector, St. Matthew
Church, St. Petersburg. **East Exhibit Hall.**
12 noon Visit Product Exhibits. **Exhibit Hall.**
to
12:30 P.M.
12:30 P.M. Luncheon — Welcome to Convention,
Robert H. Levison, FAA President, Introduction by Clinton
Gamble, F.A.I.A., Secretary, AIA, of Henry L. Wright, F.A.I.A., President
A.I.A.—Address, "Current Institute
Affairs." **Ballroom.**
Presentation of Awards to Product
Exhibitors by H. Leslie Walker,
President, Florida Central Chapter
2:00 P.M. First Session—"Interior Design
to Vincent Cafiero. Panel Moderator
4:30 P.M. Albert Lockett. Panelists: Vincent
Cafiero and Fred S. Dubbin. **General
Meeting Room, East Exhibit Hall.**

3th Annual Convention

ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS, INC.

— ST. PETERSBURG — NOVEMBER 8, 9, 10, 1962

- 2:00 P.M. Ladies Program. "Vignettes of Furnishings & Flowers for Today's Architecture." Demonstration and techniques in coordination of interior decoration and flower arranging. Mrs. John Downing and John Tarr. **Florida Room.**
- 4:00 P.M. Visit Product Exhibits. **Exhibit Hall.**
- 4:30 P.M. to 6:00 P.M. President's Reception. **Mezzanine.** (Dress optional)
- 6:30 P.M. to 7:30 P.M. Dinner followed by Night Club Entertainment and Dancing. **Ballroom.**

FRIDAY, NOVEMBER 9

- 9:00 A.M. Final Registration. **Main Lobby.**
- 12 noon to 9:00 A.M. Visit Product Exhibit. **Exhibit Hall.**
- 9:30 A.M. to 9:30 A.M. Second Session — "Structural" — Mario Salvadori. Panel Moderator: Albert Lockett. Panelists: Vincent Cafiero, Fred S. Dubbin and Mario Salvadori. **General Meeting Room, East Exhibit Hall.**
- 12:30 P.M. to 11:30 A.M. Visit Product Exhibits. **Exhibit Hall.**
- 12:30 P.M. Awards Luncheon. Address by Robert M. Little, F.A.I.A., Director Florida Region. Presentation of Architectural Exhibit Awards. **Ballroom.**
- 2:00 P.M. to 4:00 P.M. Third Session — "Mechanical" — Fred S. Dubin. Panel Moderator: Albert Lockett. Panelists: Vincent Cafiero, Fred S. Dubin and Mario Salvadori. **General Meeting Room, East Exhibit Hall.**
- 4:00 P.M. to 5:00 P.M. Balloting. **Main Lobby.**
- 5:00 P.M. to 4:00 P.M. Visit Product Exhibits. **Exhibit Hall.**
- 6:30 P.M. to 4:30 P.M. Second Seminar for Students — James Lucas. "The Care and Feeding of the Corporate Image."
- 6:30 P.M.

General Meeting Room, East Exhibit Hall.

- 7:30 P.M. Annual Banquet—Robert H. Levison, President, FAA, Presiding. Presentation of Anthony L. Pullara Awards. Introduction by Robert M. Little, F.A.I.A., of the Hon. Secretary of State, Thomas Adams. Address:—"Relation of Architecture to State Buildings". Announcement of Newly Elected Officers. (Dress Optional)

SATURDAY, NOVEMBER 10

- 8:00 A.M. to 9:00 A.M. Visit Product Exhibits. **Exhibit Hall.**
- 9:00 A.M. to 12 noon Final FAA Business Session. **General Meeting Room, East Exhibit Hall.**
- 12 noon to 12 noon Visit Products Exhibits. **Exhibit Hall.**
- 1:00 P.M. to 1:00 P.M. Luncheon, Speaker to be announced. Presentation of Product Exhibit Visitation. Awards, H. Leslie Walker, President, Florida Central Chapter, **Ballroom.**
- Adjournment of 48th Annual Convention — Robert H. Levison, FAA President.

CONVENTION NOTES:

All FAA members may take part in any Convention discussion, but voting on any question calling for Convention action is restricted to those Chapter delegates who have been properly accredited and registered as such at the Convention.

Admission to Convention meetings and affairs will be accorded only to those who have previously registered for the Convention. Evidence of registration is a badge, the color of which designates these classifications: Corporate Members, white; Associate Members, yellow; Student Members, orange; Exhibitors, pink; Ladies, beige; and Guests, gray.

Only FAA members are eligible for Product Exhibit Attendance Awards. These are: for Corporate Members, \$250, \$150, and \$100 gift certificates; for Associate Members, \$75 and \$50 gift certificates; for Student Members, \$25 certificates.

Host Chapter members will be wearing red jackets. They will be available throughout the Convention to provide information and to answer questions.

Ladies of the Convention are invited to attend all sessions and meetings. Information on the Convention Ladies' Program may be obtained at the registration desk.

HOTEL INFORMATION:

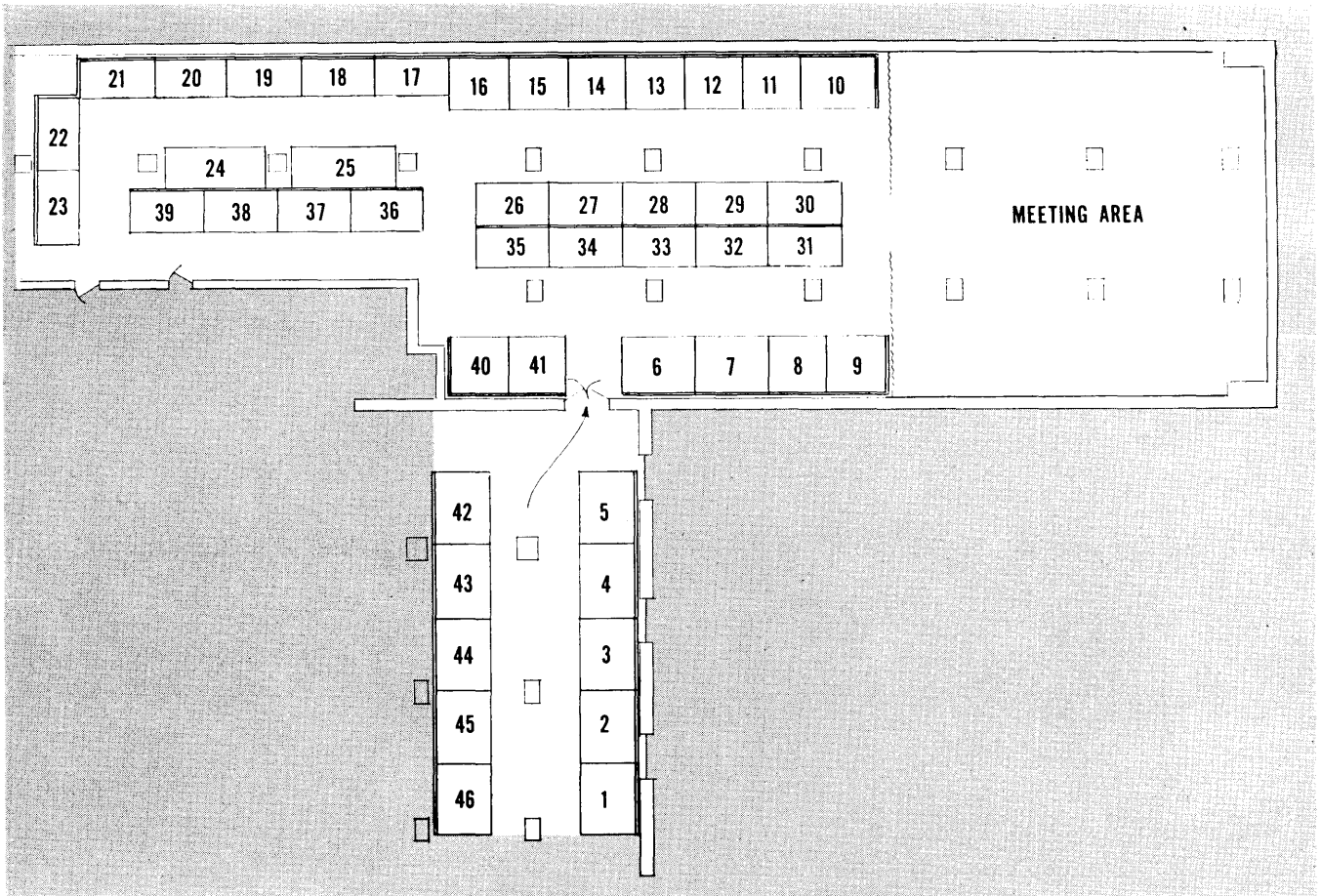
Saturday check-out time will be adjusted to permit all at the Convention to attend all Saturday meetings.

The Ladies' Lounge and Card Room is located in the Park Room. Press Headquarters is in Room 235.

Meals are served daily in the Coffee Shop from 7:00 A.M. to 11:00 P.M. In the Terrace Room breakfast is from 8:00 to 9:30 A.M.; luncheon is from 12:00 M. to 2:00 P.M.; dinner from 6:00 P.M. to 8:00 P.M.

The Terrace Lounge Bar is open from 11:00 A.M. to 2:00 P.M. Special rates on package goods have been established for Convention registrants.

1962's Building Products Exhibit...

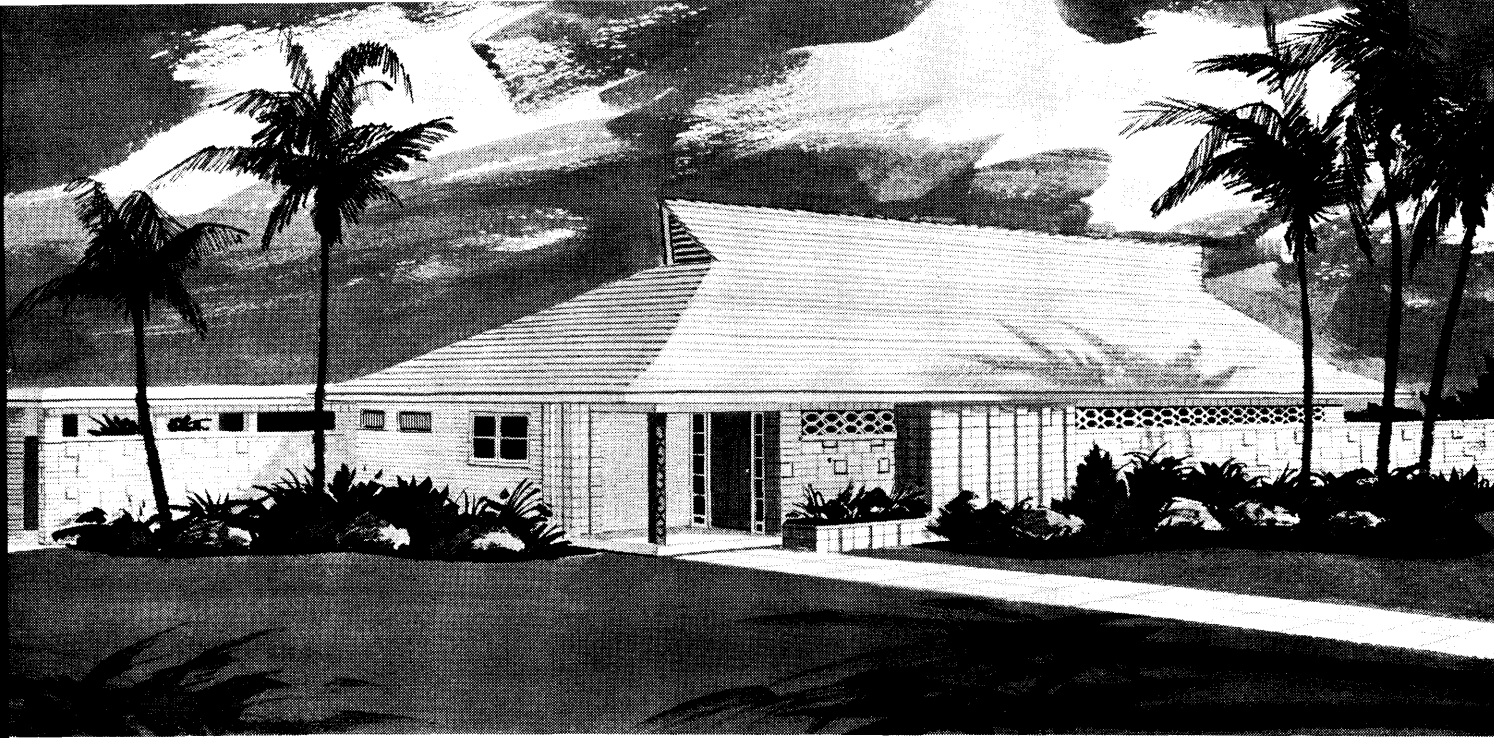


Convention affairs have been scheduled to allow plenty of time to view product exhibits and to discuss with manufacturers' representatives the ways by which their products and materials can help solve various problems in architectural design. . . Visit all the exhibit booths. Added to the information you'll get, you'll establish your eligibility for one of the several booth attendance awards.

- 1...Compressed Concrete Corp.
- 2...Herman Miller, Incorporated
- 3...Pittsburgh Plate Glass
- 4...Reflectal Corporation—Borg-Warner Corporation
- 5...American Olean Tile Co.
- 6...Concrete Products, Inc.
- 7...The Mosaic Tile Company
- 8...Rohm & Haas Company
- 9...Rohm & Haas Company
- 10...McPhilben Manufacturing Co., Incorporated
- 11...The Heifetz Company
- 12...Zonolite Company
- 13...Miami Window Corporation
- 14...Miami Window Corporation
- 15...The Independent Nail Corporation
- 16...Briggs Manufacturing Co.
- 17...Construction Materials Division, R. H. Wright, Inc.
- 18...The Florida Natural Gas Association

- 19...The Florida Natural Gas Association
- 20...Schlage Lock Co.
- 21...Schlage Lock Co.
- 22...Becker County Sand & Gravel Co.
- 23...Modu-Wall Incorporated
- 24...Steward-Mellon Companies of Tampa and Jacksonville
- 25...Lee Anderson and William M. Wood, Manufacturers' Representatives
- 26...Florida Terrazzo Association
- 27...Locklando Manufacturing Corporation
- 28...American Society of Architectural Consultants, Sunshine State Chapter
- 29...The Georgia Marble Company
- 30...Benjamin Moore & Company
- 31...Lambert Corporation
- 32...Gulf Power Company, Florida Power Corporation, Florida

- Power & Light Company, Tampa Electric Company
- 33...United States Plywood Corp.
- 34...Harris Standard Paint Co.
- 35...American Air Filter Company, Inc. and R. J. Clark Equipment Company, Incorporated,
- 36...Libby-Owens-Ford Glass Co.
- 37...Formica Corporation
- 38...Jiffy Blueprint Service
- 39...Protection Products Manufacturing Company
- 40...Executone Distributors of Florida
- 41...Griffco Aluminum, Inc.
- 42...Clearview Corporation
- 43...Weyerhaeuser Company—Rilco Engineered Wood Products Division
- 44...Bradley Washfountain Co.
- 45...F. Graham Williams Company, Incorporated
- 46...Glazed Tile Sales



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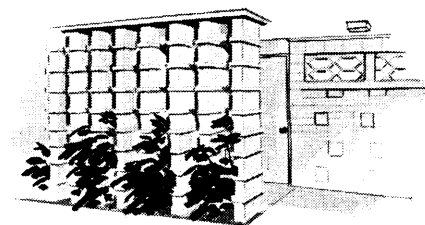
*Available on Request: Detailed engineering survey by Dewey R. Winchester, P.E., Charlotte, N. C.

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How Labor Sees The Architect . . .

By JEROME BELSON

International Director of Housing, Amalgamated Meat Cutters
and Butchers Workmen of America

During the First Conference on Esthetic Responsibility held in New York in April of this year, many viewpoints were expressed by many participants whose workday interests were widely different. All, however, were concerned with the problem of ugliness in our cities. And all contributed suggestions — facets of possible improvement — toward the end of eradicating ugliness by attempts to fix the responsibilities for producing it . . . Among them were labor leaders. Of these, one of the most vocal was a man who was charged with the expenditure of many millions for construction and whose contacts had been close and constant with architects as well as officials . . . He spoke to the Conference informally; but what he had to say — reproduced here in full — should prove of practical interest to every architect . . .

Under the awesome title of “esthetic responsibilities of government, business and institutions,” I just wonder in what particular category, as Director of Housing for the Amalgamated Meat Cutters Union, I speak. I know we’re not government; I know we’re not business. I’m just wondering which institution they’d like to put us in.

I must give some background so that perhaps you will understand why so unknowledgeable a person such as I has been invited to talk this morning. Our Amalgamated Meat Cutters embarked upon a program of sponsorship of housing in 1949. To date we have some three completed developments, or four physically in construction, and a fifth of \$100 million dollars going into construction over the Mott Haven railroad yards May 1st.

In addition to that, in the course of these past 13 years I have been privileged to meet and, on occasion, to represent architects. I must confess after spending my life representing labor unions, when we come to a bargaining table I know the background of our authority and our position. Then when I represent an architect I think somehow they’re not economically as equipped as a labor union. We negotiate our position so that I assume later on when all the blame and the torrent of abuse is poured upon your heads for the responsibility of ugliness—I say this by way of caution—that I don’t think an architect economically is equipped to deal with all of the awesome responsibility that their titles very well require them to assume in many instances.

I have no prepared talk, but if I had one it perhaps could be how to lose friends and alienate people, because in our union activity and in the housing role that we have occupied in the

past 13 years, I am the one who was required to shepherd the various housing developments through their planning stages and I have been present and been charged with the daily responsibility of producing the housing development. And then I have to go on the firing line when the people move in and they don’t have the education and they’re not fully aware of esthetic value and they want to know in plain layman’s terms why there can’t be a little more beauty; why they must be relegated to a very limited type of housing facility. And we have had to come up with the answers.

So that when you ask what is the responsibility of a labor union insofar as our sponsorship of a housing development is concerned, I would say that our primary responsibility is supporting the architectural fraternity, to be present at conferences where initial designs have been submitted to governmental agencies. And we get into a discussion of economics. It’s too expensive; can’t it be done this way, can’t it be done that way? We may have 15 or 20 persons in the room, some people from my union, myself, governmental officials, the architects, the mechanical engineers, the attorneys for the banks, if there may be.

And suddenly there’s scrap paper and they’re drawing. And standing back, I’ll suddenly find everyone with a pencil in their hand, sketching, except the architect. He’s off in a corner. They’ve ignored him and they’re trying to work out the dollar amount and how this can fit in. And then he is the one who is responsible for esthetics. It’s like saying 2 and 2 equals four — and then having the architect design the most magnificent looking 3 imaginable. Well, if someone’s going to come up and say 2 plus

(Continued on Page 36)

Edsonite . . . a solid-core door that's

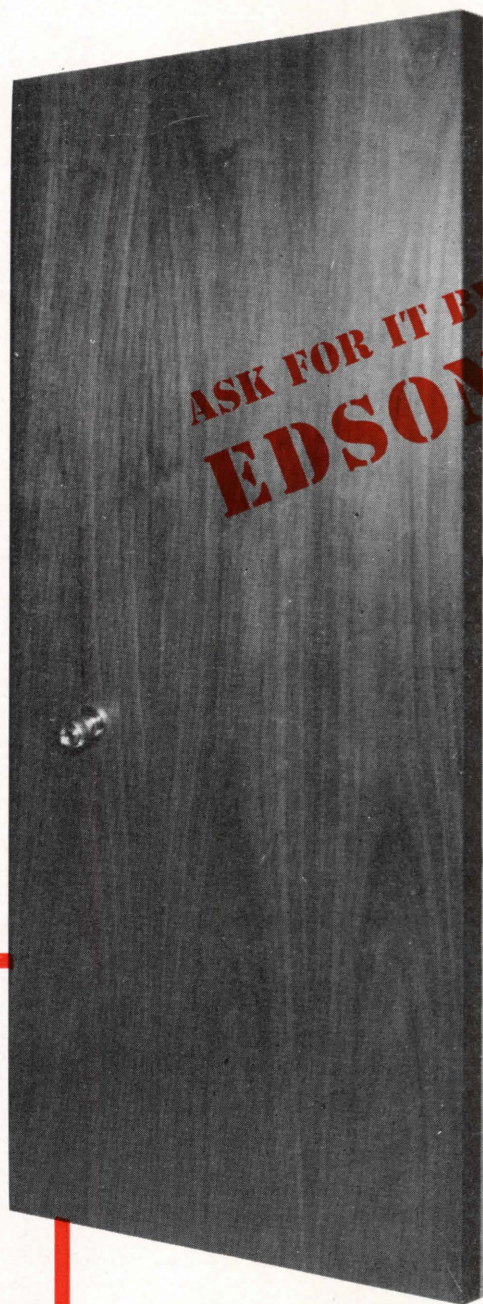
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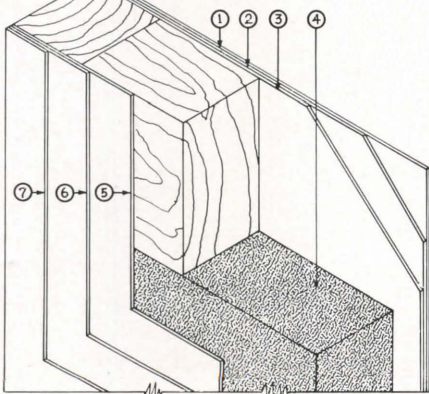
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Edsonite . . . WITH THE DIFFERENCE THAT MAKES IT BETTER . . .

Labor...

(Continued from Page 34)

3 will allow you to go to 5, it doesn't make sense. You can't do it. So what we're trying to say is, well, maybe we won't reach 5, but we're pushing for 4½ or 4¾.

Every now and then we breakaway from the usual. We say it doesn't have to be a rectangle in order to be recognized as a housing development. Maybe we'll try a little different design. After all, we have not been trained, as a labor union, in esthetic values; we're not consultants. I don't know what the true end significance of that concept was, but we're not consultants, we don't try to dictate in that regard.

But we will support our architectural team. And I've met some talented guys, they've done some wonderful work for us, but they come in so harried and browbeaten that as soon as they suggest something and there's one yell, they run and that's it. They're off in a corner. And I have to argue their position and I can only bluster so far. But they're so frightened of the builder, they're so frightened of the governmental agency with whom they're required to deal—not merely on my one development. But I think architects enjoy earning a living. They've got to come back a second time, and a third time. But you've got that responsibility, people.

For when we meet with the families

who live in the buildings that you design, I want you to know that we become identified with those buildings. Some of our people are pretty proud when they say that they live in the Jinerson apartments, that they've got a landscape park out front. In fact, this is a little development—it's only 420 apartments, in Brooklyn. I had one chap — it's near a hospital and he's a trustee—say, *"boy, that butcher's union is sure politically minded."* I said *"Why?"* He said, *"How come you were able to get the Park Commissioner, Moses, to let you build the building in a park?"* Because we had a lot of landscaping. It wasn't permitted. You couldn't tell it was a development.

See, you gotta be able to tell it's a development. We didn't have the brown window shades so you couldn't really tell. There were the antennas sticking out of the windows. So you didn't know. It didn't have a label on it. This is a development—a project. You're not allowed to say development, "project". We don't use the word project at our meetings. And when we had four acres of a grassed area and an 8½ or 9 percent coverage, and I have to handle the management, I figure how the devil are we going to water all this lawn area.

Let's look into an artesian well or perhaps an underground water system. I could, perhaps at the beginning, not put on two additional landscape gardeners and I could save the cost—

amortize it in three years. I mentioned it to the agency—wow! An underground water system in a project? Wow, what are you doing? How can the people who live across the street whose lawns will burn in the summer time, how can they allow you to have lawns? This is fine. Then let's *pave* the whole thing. We'll have a big green concrete area.

Fortunately they didn't know I'd already issued the change order and it was in. I was arguing after the fact. I was trying to protect my architect. And I said, *"Alright, now that you've turned me down, now what do I do? The entire area has been paved over."*

"The walks are over," I said, *"if you're going to rip it out, we've got to repave, and we're waiting for our certificate of Occupancy."* And we had to move in, so we did alright there. Oh, boy!

So, all of my wonderful architects—I can only say this to you: If esthetics is important to our society—and I think it is, the people we represent that live in our buildings think it is—let's recognize it. Let's permit it to dwell, if not exactly on an equal plane with economics, then perhaps as a junior partner. Let's not just disregard it.

We in the labor unions—and others that you have no idea about—will support everything you do. We don't say we'll agree with you. We'll argue with you, we'll let you educate us. We'll support you. Will you accept the challenge?

...And a Builder Makes This Comment

ERWIN WOLFSON is Chairman of the Board of Diesel Construction Co., Inc., of New York. Speaking on the same program as Mr. Belson he offered the First Conference on Esthetic Responsibility a somewhat different attitude on the activities of architects. . . . What he says is valid as a point of view and as a suggestion for better practice.

I think that it's vital for a builder to have pride in what he does. I think it's vital for a builder to think in terms of more than just brick and mortar. I think that it's vital for a builder to think in terms of injecting some sculpture and some art right into the architecture of the building. And I would like to see more builders consider that all the time.

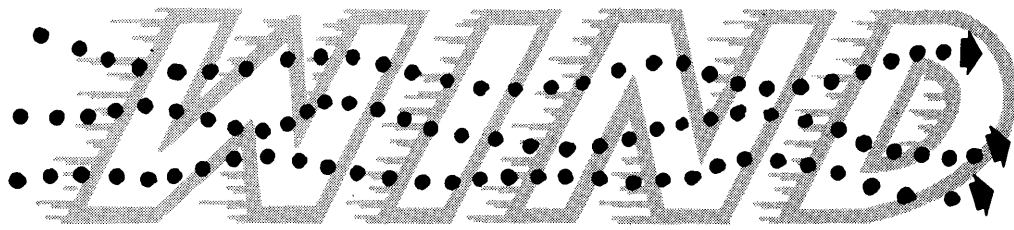
I think it's the architect's job to try to promote that kind of thing in his architecture. Going back about a year or so ago when there was the big fight in New York for a change in zoning, I was appalled to find so many

of the architects who were against it. I can understand how the real estate people, and perhaps the builders, might have been against it. But it just didn't make sense to me why so many architects were against it. And yet they were.

It took an awful fight to get it through and I was quite vocal from the builder's point of view in trying to get it through. I was accused by my own group of being a traitor to my class — the industry would be ruined, building would be stopped. Well, on the contrary, I think we're

(Continued on Page 44)

THE FLORIDA ARCHITECT



AND HURRICANE PROBLEMS REDUCED WHEN YOU BUILD WITH PRESTRESSED CONCRETE

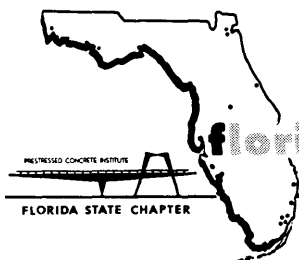
■ Nothing will stop the savage fury of a hurricane on the rampage. ■ But, steps can be taken to lessen its damage. ■ Since the advent of prestressed concrete, structures built with this material have gone through storms with less damage than those of other types of construction. ■ You see, prestressed concrete utilizes the ultimate strengths of two basic materials — concrete and steel — to produce unusually strong building members. ■

So, when you are planning to design with the hurricane building code as a guide, think first of prestressed concrete. ■ One of the producers listed below will be pleased to assist you in planning, price estimates and in providing specifications. ■

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Perma-Stress, Inc., Holly Hill

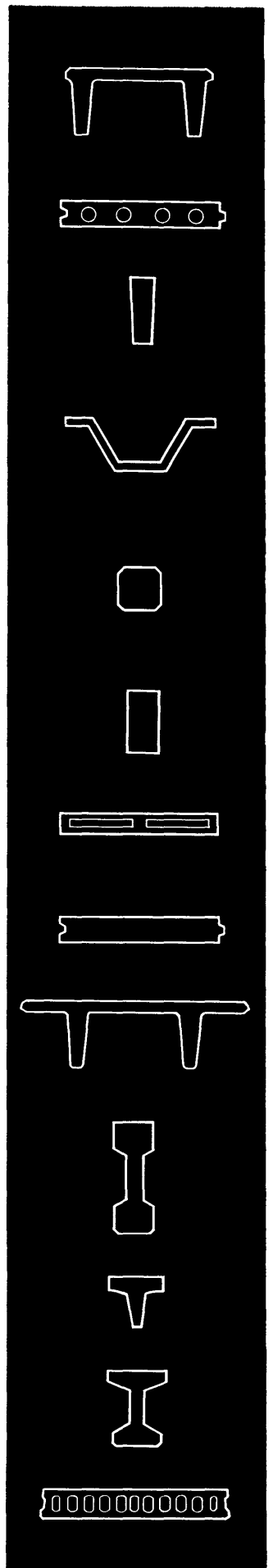
Pre-Cast Corp., Miami
Prestressed Concrete, Inc., Lakeland
Southern Prestressed Concrete, Inc.,
Panama City
Southern Prestressed Concrete, Inc., Pensacola
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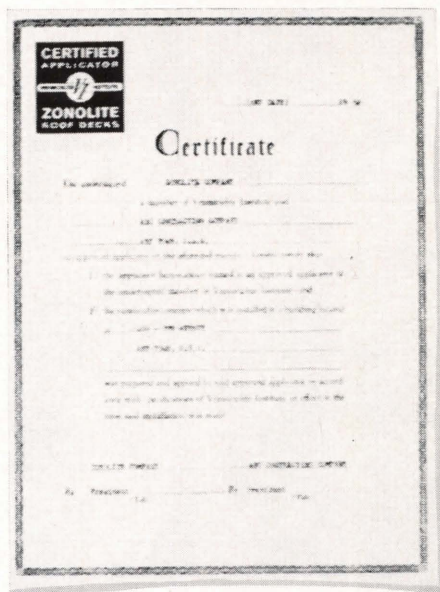
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ZONOLITE

News & Notes

Plans Forming Up for New Award Program

Ideas for the design award program for the "most imaginative use" of concrete products reported earlier this year (August, 1962, page 26) are now taking definite shape. According to a spokesman for the Florida Concrete and Products Association, Inc., the active sponsors of the new award program, details relative to it will be available in the early part of next year. As now contemplated, submissions of the type of design covered by the program would constitute a design exhibit at the FAA's 1963 Convention. Presentation of awards — which would be a substantial, though presently undetermined sum of money — will probably become a part of the 1963 Convention program.

Selection of a nationally-known jury is now under way. In general, plans call for invitations to all practicing members of the FAA to submit photographic exhibits of recently-completed work involving the novel use of concrete products. With the photographs some sort of description relative to the design purpose and con-

struction technique will probably be required. Currently no announcement has been made as to whether judgment will be on the basis of various classifications, or types of buildings, or whether the basis of the award will bear no reference to the size or character of the design submitted.

The program was first suggested by officials of the concrete products trade association. But it is understood that the FAA Board of Directors has expressed interest in it. Assuming that fully developed details of the program meet with the Board's approval, cooperation with the FCPA would constitute at least an informal co-sponsorship by the FAA. Readers will be kept informed through these columns as more specific information becomes available.

FAA Medal for Florida's Governor

Governor FARIS BRYANT was the recipient, last month, of a gold medal presented by the FAA in recognition of his interest in the construction industry and in particular his leadership in bringing into action the mori-

bund program for a new building at Gainesville for use by the College of Architecture and Fine Arts. The presentation ceremony was held in the Governor's office at Tallahassee. FAA President ROBERT H. LEVISON presented the medal on behalf of the FAA. Among those attending the ceremony were Florida North Central Chapter members JOSEPH N. CLEMENS, R. FORREST COXEN and PIERCE L. BARRETT.

It has been suggested that the medal presentation become a yearly tradition with the FAA. The recipient should be a leading citizen of Florida prominently identified with affairs in the State. Basis of the award would be the candidate's interest in the general field of architecture and his — or her — leadership or helpful activities on significant policies, programs of projects that lie within the field of architects' professional interests.

FPZA Meeting . . .

Members of the Florida Planning and Zoning Association — including many architects throughout the state — will hold their 12th annual conference at the Everglades Hotel in Miami, November 28 through December

(Continued on Page 42)



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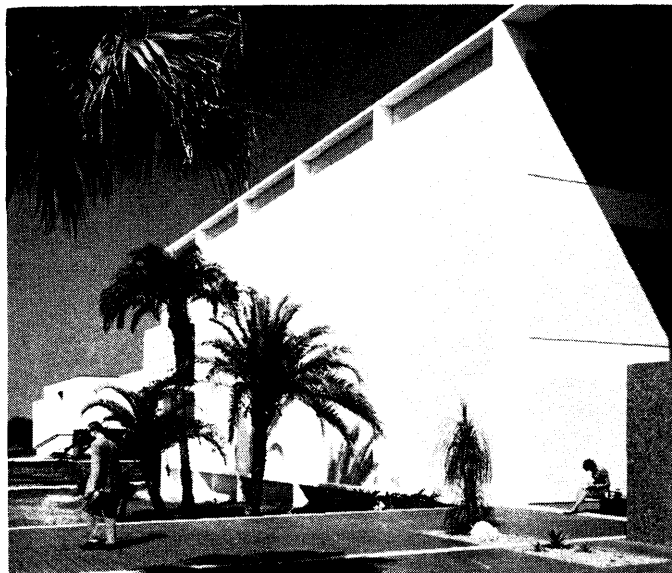
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put more **sales**
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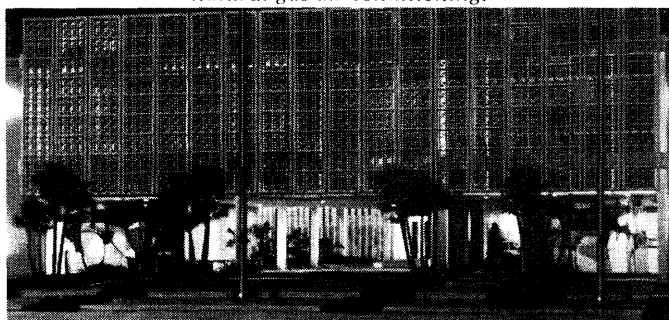
Lifetime concealed wiring provides plenty of built-in outlets throughout the house . . . offers maximum flexibility in phone placement or rearrangement as family needs grow or change. And there's never any need to mar walls or woodwork with additional wiring.

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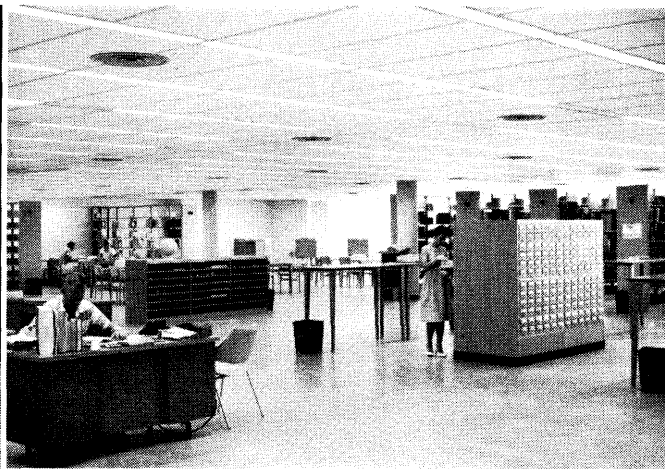
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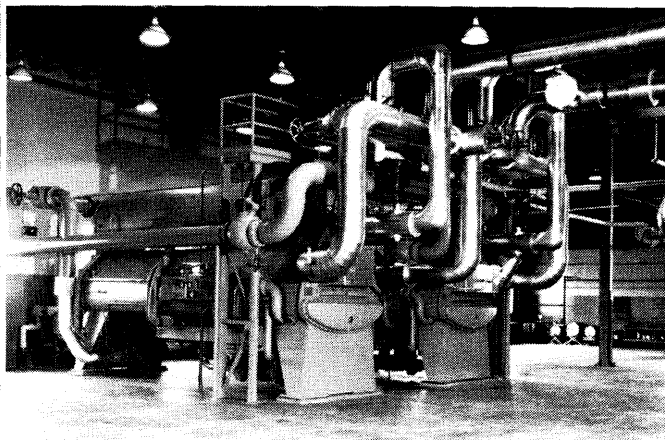
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Natural gas air conditioning was adopted by the University on recommendation of Ebaugh and Goethe, Consulting Engineers at Gainesville, who designed all campus utilities in association with Guy C. Fulton, AIA, Architect of the Florida State Board of Control.

Says George Stephan, Superintendent of Utilities: "The system is operating as predicted. In unusually hot and humid weather, it functioned efficiently at a 10% overload. It is an extremely trouble-free system."

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News & Notes

(Continued from Page 40)

1. Some 350 members are expected to hear discussions on Florida's preparations for continued growth, recent developments in regional planning throughout the state, and how the 1963 legislature is expected to meet the challenge of growth and development.

Special sessions in the field of community planning and zoning have been planned for architects and engineers. In the opening day general session, FRED BAIR will preside and the subject "Community Planning & Zoning as We See It" will be discussed, for the architects, by LESTER PANCOAST, AIA, of Miami. At the general session on Friday, November 30, WILLIAM T. ARNETT, AIA, of Gainesville, a former president of FPZA, will preside. Speakers of the afternoon session on Friday will be WILSON CARRAWAY, president of the State Senate, and MALLORY HORNE, speaker of the House, both of Tallahassee. They will discuss the ways in which the 1962 legislature can meet the challenge of Florida's rapid growth.

Architects and all others with an

interest in planning and zoning are invited to attend the conference. Detailed information relative to the program can be obtained by addressing FPZA Local Program Committee, P. O. Box 708, Miami 33.

BRI Fall Conference . . .

The Building Research Institute—formerly the division of engineering and industrial research of the National Academy of Sciences—National Research Council—and since June of this year an independent technical society—will hold a series of three-day conferences in Washington, D. C. Headquarters are the Mayflower Hotel.

Of chief interest to Florida's architects will be the conference on School Buildings Research. The tightly organized, nine-to-five three day program will provide discussions on such subjects as school building needs, campus planning relative to long-range programs, recent research in school design, equipment and services, school management and operation, and needs for further school research. Speakers at the various sessions are top-flight specialists; and the sessions should

prove to be highly valuable to those able to attend them.

Two other conferences of interest to architects have been scheduled. They are: Pump and Spray Application of Materials In Building Construction and Masonry Practices Based on Recent Tests and Field Investigations. Unfortunately these sessions are scheduled at the same time session on School Buildings are to be held, thus making it impossible for visiting architects to attend programs of both. However by selecting subject seminars of greatest individual interest it would be possible for an architect to cover both in significant part.

For further information and hotel reservations write MILTON C. COON, JR., Executive Vice President, BRI, 2101 Constitution Avenue, N. W., Washington 25, D. C.

Changes . . .

ABBOTT HARLE, formerly a partner in the Miami Beach firm of Morris Lapidus, Harle and Liebman, has formed his own firm, Abbott Harle & Associates. New offices are at 2212 Biscayne Boulevard, Miami 37. Phone is 373-7689.

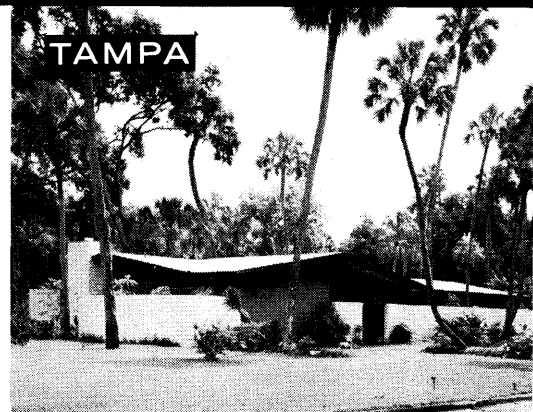
(Continued on Page 43)

Now that there's a choice . . . look who's choosing Natural Gas!

There's a lesson here, Mr. Architect—Natural Gas is the fuel preferred by millions of homeowners. In fact, gas serves three out of every four U.S. families today. So, when people build homes here, they're still sold on its speed, cleanliness, performance and economy. Certainly, owners of homes like those shown here can afford whatever their preferences and experience dictate. That's why it's most significant that they—and countless smaller homes, too—are designed for Natural Gas Air Conditioning, Heating, Cooking, Water Heating and Clothes Drying—and all the other services where Natural Gas excels. So be prepared when your clients express a preference for Natural Gas. We'll gladly help!



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News & Notes

(Continued from Page 42)

LAWRENCE L. ANGLIN has announced the removal of his offices to 3014 Corrine Drive, Orlando. The new phone is GArden 5-7255.

ROBERT JEROME FILER has opened an office for the practice of architecture at 4701 S. W. 95th Avenue, Miami 55. Phone is CAnal 6-1997.

GEORGE D. STORRS, JR., has moved his office from 1429 N. Federal Highway to 2701 E. Sunrise Boulevard, Ft. Lauderdale. Phone is the same — LOfan 4-2094.

NORMAN ROBSON has moved into new offices at 2025 Okceehobee Road, West Palm Beach. His new phone number is 683-5050.

DONALD MOWRY has opened a new architectural office at 740 Sandlewood Lane, Plantation.

LUCAS E. BANNON has opened an office for the practice of architecture at Reservoir Lake, Sanford 10. A member of AIA and NCARB, Mr. Bannon previously practiced in New Jersey. Though he will still maintain his office at Hohokus, N. J., the major part of his practice will be conducted from his Sanford office.

Faculty Protests . . .

(Continued from Page 6)

been decided upon which will result in an ineffectual substitute for the program which the State of Florida needs and which its potential deserves. Students in the separated areas will be deprived of experiences which would be beyond value in the development of their understanding; the academic status of our institutions of higher learning will be weakened; and the State will be deprived of the quality of service it should be able to expect from its graduates. These are serious consequences.

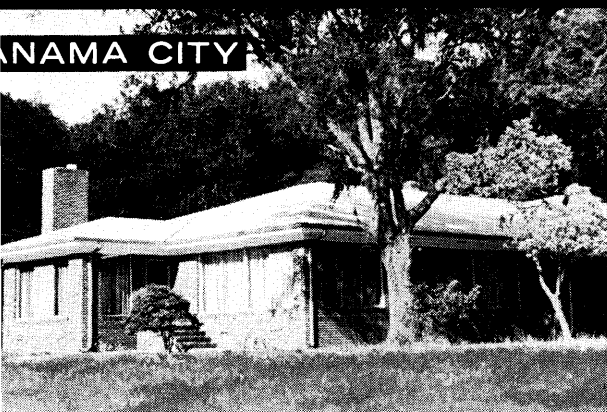
"Some of us have devoted many years of patient effort toward trying to develop an effective interest in a curriculum in Community Planning for this state and its students. This decision of the Board of Control to establish a curriculum bearing such a title might represent a victory if it were not so apparent from the assignment of responsibility for it that there is a tragic misunderstanding of the nature of the subject and the resources that are necessary for dealing with it effectively. The fact that successful community planning is primarily

made manifest in terms of physical reality, and that those with a working knowledge of these terms are indispensable throughout the process, seems to have had no consideration in this decision.

"If you would like more information, we will try to provide it. This statement of the issue is brief out of respect for your time. We hope that you will similarly respect our sincere concern and pursue the matter as far as that respect, or your own knowledge and interest, will carry you."

The statement was signed by the following members of the Department of Architecture: WILLIAM T. ARNETT, D. P. BRANCH, J. L. CLARK, R. S. DAVIS, G. D. EVERETT, R. W. GRAHAM, W. C. GROBE, H. B. HAMACHER, M. H. JOHNSON, B. Y. KINSEY, S. S. KORU.

Also, J. T. LENDRUM, T. C. LITTLER, J. McFARLAN, H. C. MERRITT, JR., F. B. REEVES, H. R. SEYBOLD, W. A. STEWART, W. J. TILLMAN, P. M. TORRACA, R. H. TUCKER, B. F. VOICHYSONK, C. K. M. YOUNG and J. J. SABATELLA.



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Builder's Comment...

(Continued from Page 36)

going to get, as a result of the change in zoning, some very much better looking buildings.

I have taken the position of trying to back-up the criticism that has been leveled at a lot of architects for some of the things they've done, and blame it on the builder. I think that a lot of the architects' clients have demanded certain things be done which may or may not have had to be done—but on which the architects may have been able to take a firmer stand, still live with the client and been better for it.

I think the architects are forced to do a lot of things, by virtue of compromising too far. And to that extent I think they should be a little firmer in their position with the builders.

BRI Report...

(Continued from Page 15)

Since power consumption for air conditioning follows the temperature curve closely (*See Figure III*) we find that while Dallas consumption was based on 1750 KWH/ton, a similar Miami area consumption would be 2600 KWH/ton. On this basis we could follow a rough rule of thumb and multiply the data—*Figure I* by 1.48 to give an equivalent figure.

As to whether the 2.5¢/ton/hr. can be considered typical, I can only say from my own research on buildings having tonnage from 150 tons to 600 tons that the KWH (Or ton hr.) costs ranged from 1.75¢/KWH to 2.2¢/KWH on the *total power bill*. As you saved tonnage by using proper shading devices, you might slip into another rate structure; but this would not be likely to erase your savings. Electric power rates are very complex and to find precise annual KWH savings a close collaboration with the power company is required.

The *final variable* in computing *Annual Operating Saving* is the function or habits of the user. Hotels, as an example, show a considerable increase in consumption over office buildings which will average out to 2578 KWH/ton, or very close to the 2600 KWH/ton figure that the Florida Power and Light Co. uses for the Miami area. Some governmental

(Continued on Page 47)

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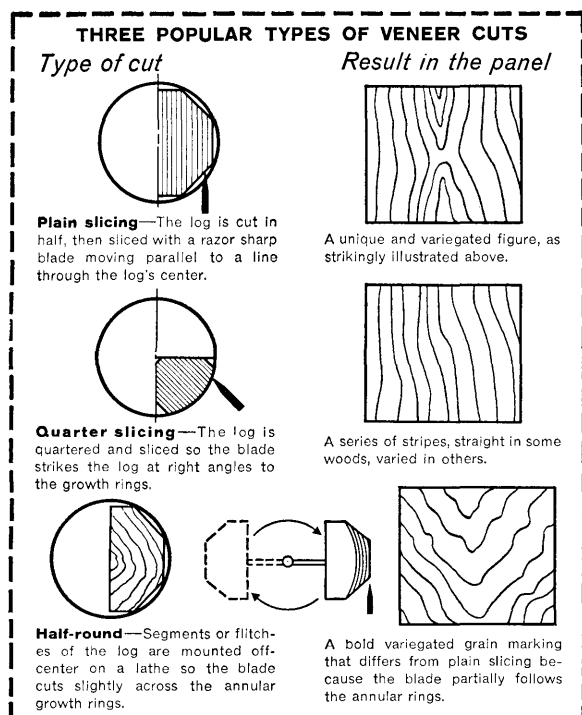
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WEST PALM BEACH, 531 Southern Boulevard, TEmple 3-3796

Gasgram

NOVEMBER, 1962

Good **NEWS** about Natural Gas...

FLORIDA is now one of top consumers of natural gas for industrial purposes among the fifty states. So says Florida State Chamber of Commerce. Last year, Chamber reports, manufacturing plants consumed 128,427 million cubic feet. This ranked Florida 11th in use of natural gas for industrial purposes. In addition, state's electric utilities consumed more than 84,527 million cubic feet in generation of electricity.

PERFECT CLIMATE CONTROL has been achieved by Perry Printing Process Company, Ocala, with more than 36 tons of gas air conditioning. System provides zone controlled cooling and heating for plant and offices. In addition, gas is used for quick drying of ink on high speed printing presses and for heating water.

NEW BUILDING of First Federal Savings & Loan Association, Pinellas Park, uses natural gas for dehumidification, incineration, water heating and for operation of stand-by electric generator which takes over when commercial supply of electricity fails.

SAVINGS OF 35.6% per year in operating cost of gas absorption heating and cooling system in comparison with electric heat pump unit reported by California school. Comparison made at Gardenhill School, La Mirada, California. Test made with 3.5-ton gas absorption unit and 3-ton heat pump unit. Results of test reported by trade publication AIR CONDITIONING, HEATING AND VENTILATING.

ALL-GAS KITCHEN for cooking and baking is feature of new Harlequin Restaurant, St. Petersburg. Newest unit of Palm Beach's Newberry Pharmacy chain in Lake Park has year 'round climate control with gas air conditioning.

PANAMA CITY AREA boosting gas air conditioning tonnage at fast pace. Recent installations this area include: Waiting room and office, Sowell Aviation, Panama City Airport; new district office, Liberty National Life Insurance Co.; Fisher-Stinson hardware store and all-gas home of P. T. Heath on Beach Drive.

SOUTH MIAMI City Council voted unanimously on September 18 to grant a 30-year natural gas franchise to Florida Gas Utilities Company.

MODERN CAFETERIA in Allstate Insurance Company's new regional district office building, St. Petersburg, is all-gas, including serving counter and coffee urn. Building also heated and dehydrated by gas-fired boiler. Liberty National Life Insurance Company's new office building, Ocala, has gas heating-cooling system.

HOW LONG will U. S. reserves of natural gas last is a question frequently asked. American Gas Association estimated proved reserves at the beginning of 1962 to be 267 trillion cubic feet and ultimate reserves to be from 1200 to 1700 trillion cubic feet. Consumption last year was 13.5 trillion cubic feet, and in each of the years that statistics have been kept by the American Gas Association, more natural gas has been discovered than has been used. Facts on natural gas and other forms of energy reported in recent publication American Gas Association "Energy . . . Today and Tomorrow." Copy available free on application to Florida Natural Gas Association.

BRI Report...

(Continued from Page 44)

buildings had 4000-600 KWII/ton figures. From these figures you can see the wide diversity between different building users. The old advice of running air conditioning equipment all night for economy of operation is *not true*; and perhaps some of the higher figures I found in researching this problem represent this old fashioned point of view.

From the charts and data it can be seen that all sun shades can be "proved out" to save money both in terms of initial *investment cost* and *annual savings*. It might be said that in making his feasibility study for his client the architect will always hold the winning hand. Not only can he enrich and embellish the facade. He can also prove to his client that in doing it he can save him money. I know of no better possible combination of professional advice and counsel.

Aluminum...

(Continued from Page 17)

practices and the proper filler rod. Welding does not seriously effect the structural properties of adjacent areas.

There exist a multitude of methods for mechanical fastening. All have been developed to handle specific applications and prompt very few questions. The most recent development has been the use of adhesives. Unfortunately performance has been rather spotty over the past few years—particularly where moisture can gain access to the joint. New adhesives are being developed and this field shows a great deal of promise in the near future.



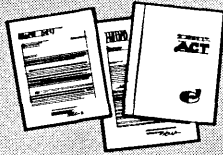
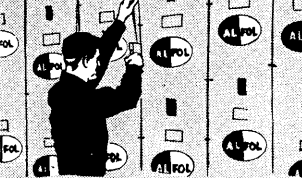
Two characteristics of aluminum that create a wealth of controversy and conversation are corrosion and expansion. Neither need be a problem if recognized. Corrosion will be covered in greater detail in a future article on finishing. However, electrolytic action in conjunction with dissimilar metals bears mentioning here. The degree of action is directly related to the respective positions of the metals in the electromotive scale.

Extreme moisture and corrosive atmospheres can compound the situation provided no preventative meas-

(Continued on Page 49)

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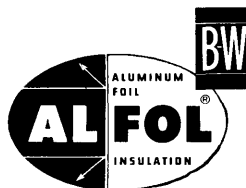
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Aluminum...

(Continued from Page 47)

ures have been taken. But these preventative measures are simple to achieve and result in most satisfactory performance. They consist of applying a bituminous or zinc chromate paint to either, or both, metal contact surfaces—or the use of a non-metallic insulating strip between the surfaces. Incidentally, the painting procedure is also advisable for aluminum and wood. It is also advisable to use fasteners (screws, rivets, etc.) of either aluminum or stainless steel.

Expansion is purely a mechanical condition. Aluminum can and often will attain a skin temperature of 160° in direct sunlight. Armed with this information along with the formula for the rate of expansion ($13.2 \times 10^{-6}/\text{in}/^{\circ}\text{F}$) the designer can, by use of sliding joints and proper allowances, overcome the problem with no difficulty. The chart on page 17 is offered to simplify the calculations.

Those Suprise Visits

This commentary, which will no doubt hit home to Florida architects, is reprinted with appreciation from the "Blueprint," journal of the Westchester (NY) Society of Architects.

These notes relate mainly to clients who have more to learn about construction than we do, and consequently learn faster than we do. Even so, they don't learn fast enough, and they learn last what they should have learned first—to watch and listen if they must, but to keep quiet and not discuss materials, methods or costs with the contractors or workmen on their jobs. A construction job is one place where the operatives can get paid to amuse themselves, and they rarely pass up an opportunity to have some fun at the expense of someone else—anybody else—the owner, the architect, their bosses, or each other—it's all in the game.

It goes something like this. Your client pays a surprise visit to his job,
(Continued on Page 52)

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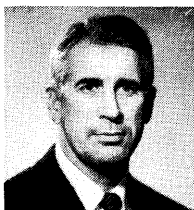
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Don't let yourself become an "unknown", a "moved", or a "wrong address"....

Surprise Visits...

(Continued from Page 49)

unchaperoned. He wants to enjoy seeing his money spent, just as you told him he should. Only he wants to test a few notions he has acquired from a motley crew of disinterested, irresponsible wise-guys — namely, his bridge gang, his barber, and his gardener. They have all heard of the pitfalls of construction and advised him to watch his step.

The advice, which is free and worth it, adds up to a notion that, by going to the job unescorted by you or anybody else from headquarters, he can get a better comprehension of the neolithic mysteries of the construction business. He has noticed that, when he is given a guided tour of his project, he is led around, through, under and over numerous activities which are not explained, to a set of prepared displays and demonstrations which are explained in such a way as almost to require approval. They look rigged. And they *are* rigged to demonstrate something that was selected and approved way back when the drawings were being made.

Your client is merely getting a chance to confirm his selection before it is built in. He can still change it if he thinks he understands it well enough to dislike it, and if he knows enough to select a proper substitute, and if he is willing to pay for the privilege of making the change. Nobody seems to know why this practice of job inspection by owners persists. But it does; and it proves only that architects are pathological optimists.

One thing leads to another. So by admitting your client to his premises and inviting his participation in a very limited way in a few activities, you appear to be excluding him from all the other activities — which you are. And he gets the feeling that he is missing a lot — which he is. So he decides to pay a surprise visit to the job on his own, which he does; and the results thereof are as predictable as tomorrow's sunrise.

It is a day of surprises. First, his visit is a surprise to the workmen who splatter him with mortar, cover him with dust, and nearly run over him with a loaded dolly. Next, he is surprised to learn that his job is being built in spite of the goofy drawings and the silly specifications. He is surprised to learn that the workmen are

surprised to learn that his architect really wanted reinforcing bars in the footings — wasteful extravagance; prestressed masonry components — impractical nonsense; plastic pipe — "man, you can have it!"; gravity retracting hardware — "never heard of it."

He is surprised to find that he is not asking simple questions and getting comprehensible answers, but is being asked incomprehensible questions and feeling simple. Doesn't he know that he could have galvanized stock for the same price as the coated stuff specified? Does he really think that these magnetic retractors will hold? How long does he think it will be before the underlayment will start to delimitate? Does he have any idea what condensation will do to that reflective insulation? And so on and so on and so on.

What a good time is had by everybody but your client, whose money is obviously being wasted faster and "foolisher" than what he dropped at Vegas. Any how, he knew how he lost it there. And it was a nice clean break, not a concrete and steel rathole down which his entire fortune is being drained away under your supervision.

We all know that the more interest that is taken in a job by all concerned the better the job. Discouraging an owner from visiting his job is improper and unworkable. Trying to silence workmen, some of the best of whom are the worst rascals, would be foolish. Preparing the owner for what might happen on his unscheduled safaris into the construction jungle might work and should be tried.

An owner, blundering around his half-finished job alone, looks to some contractors like a snail out of its shell looks to some black bass — tempting. This is especially true if the contractor is not making as much as he thinks he should, or is chafing for some other reason — which is usual. Contractors always seem to have some bargain to offer an owner at this casual meeting — anything from a full-grown tree to a set of precast post holes — always for an on the spot but immediate decision, and, of course, in writing just like the contract says it should be.

Some way should be found and used to condition owners so they will not be less interested in their jobs — but more panic-proof in unfamiliar surroundings.

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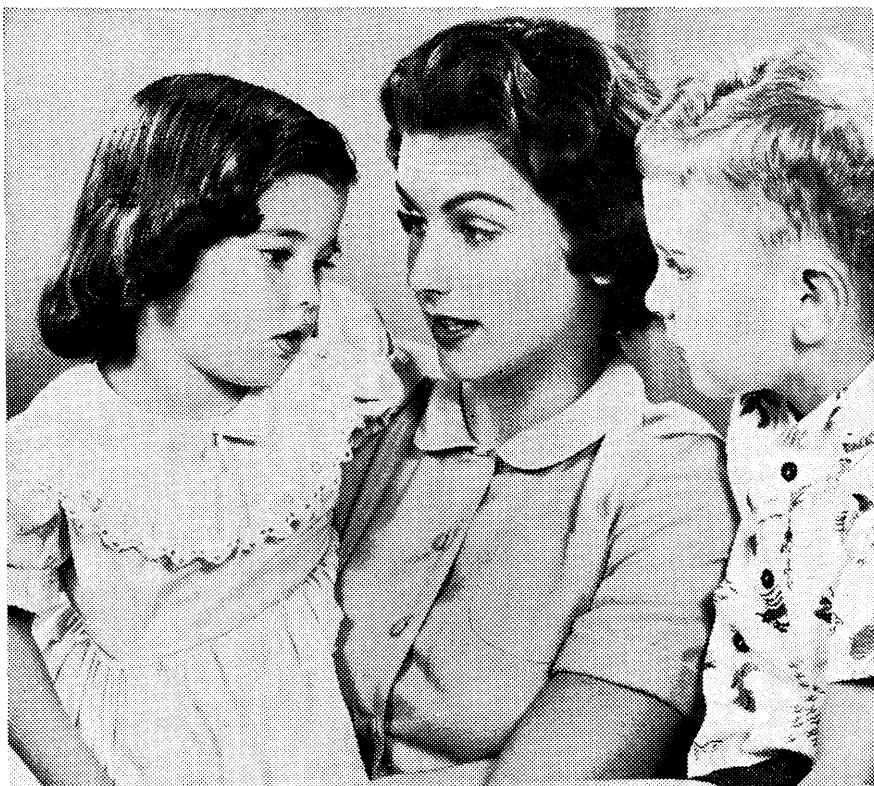
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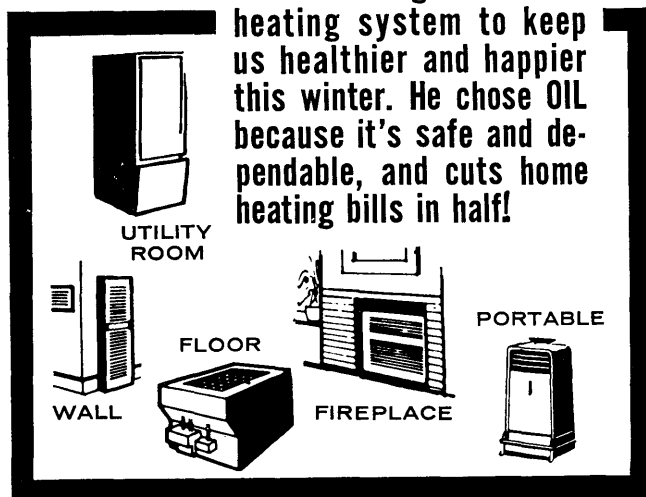
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FLORIDA HOME  HEATING INSTITUTE
2022 N. W. 7th STREET, MIAMI

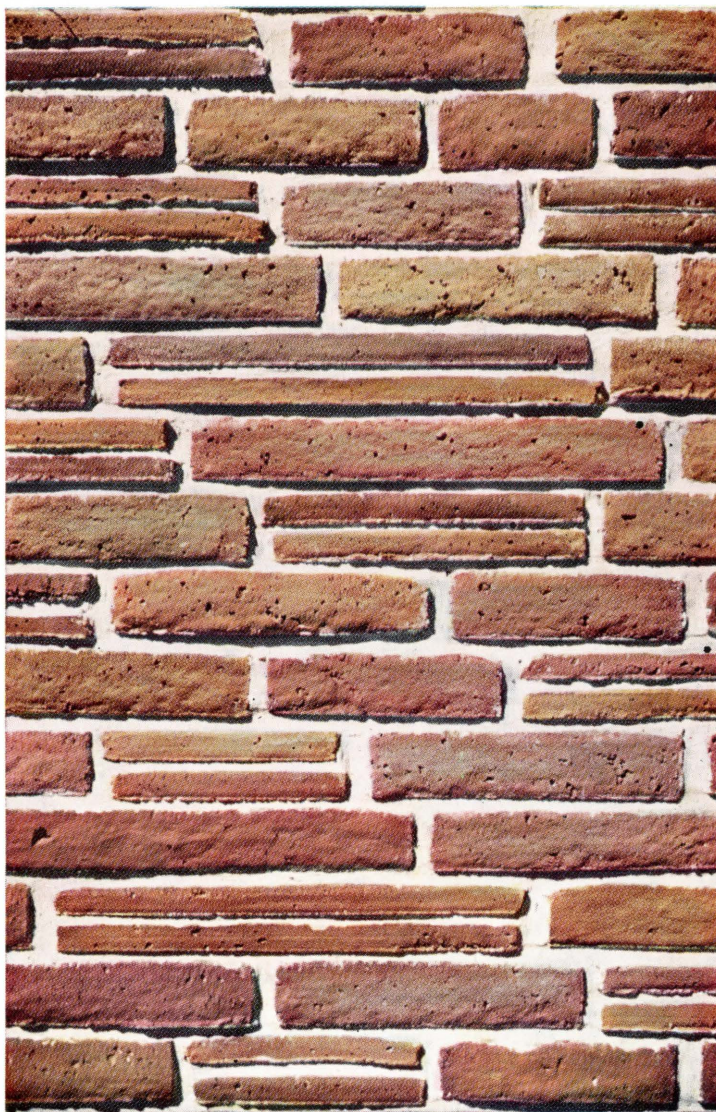
He is installing an oil home heating system to keep us healthier and happier this winter. He chose OIL because it's safe and dependable, and cuts home heating bills in half!



See Your Home Heating Dealer Now

for a free home heating survey and cost estimate to help you select the right size and type of oil heating equipment for **your** home. Do it now and assure your family of healthier, happier living in cold snap weather at **lowest possible cost!**

For YEAR 'ROUND COMFORT: OIL home heating and ELECTRIC air conditioning — the comfort team that works for pennies!



This is a full-color portrayal of our Rainbow Range Slumped Brick. First presented more than fifteen years ago, we are re-running it here to remind you that our Slumped Brick is still being widely used from Key West to Cleveland. We make it also in other color ranges — red, tan, chalk-white, oyster and gray. Your inquiries are welcomed . . .

DUNAN BRICK

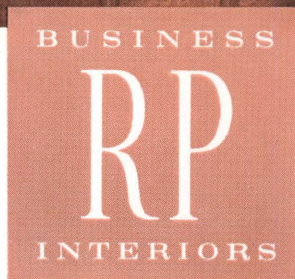
DUNAN BRICK YARDS, INC.

MIAMI, FLORIDA

TUXEDO 7-1525



*Florida Citrus Mutual at Lakeland
Everett Greiner, Contractor*



*Donovan Dean, A.I.A., Architect
Vern Currie, A.I.D., Interior Designer*

RICHARD PLUMER
BUSINESS INTERIORS, INC.

155 N.E. 40th ST. • MIAMI • PLaza 1-9775